

NEW HAMPSHIRE
JAN 13 1900
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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE St., NEW YORK.

VOL. XXX.

NEW YORK, JAN. 10, 1900.

No. 2.

THE GREATEST IN PHILADELPHIA

THE OLD WAY



THE NEW WAY



Buy advertising
space according
to your means,

but Always
buy the Biggest
Circulations.

The small advertiser has the same
right to demand the greatest pub-
licity as the big advertiser.

DAILY, -- 186,000

SUNDAY, 146,000

THE RECORD PUBLISHING CO.
PHILADELPHIA.

(From the *New York Journal and Advertiser*, Jan. 2, 1900.)

W. R. HEARST.

The Record of 1899.

The Journal has begun the last year of the nineteenth century with every reason for cheerfulness. We are glad to observe that some of our contemporaries are also fortunate, if not to the same extent. The good times that prevail in the newspaper offices indicate good times outside. There is no better barometer of prosperity than the advertising columns of a newspaper that is a recognized medium of real publicity.

The Journal has been such a medium from the beginning, but it is a greater one now than ever before. Its most prosperous year was 1899. Its circulation for the last month of that year was **21,224,298**, which was nearly two millions more than that of its nearest competitor.

In 1899 the Journal gained **315,368** advertisements over the preceding year, or **211,785** more than the gains of its next competitor by that competitor's own statement—a difference of over **three to one**.

In advertising space taken the Journal's gains for the year amounted to **5,670** columns.

The same qualities of enterprise, honesty, public spirit and progressiveness, which gave the Journal its first introduction to public confidence, have continued at work, of course, to promote its growth, but there have been additional attractions that have given a special impetus to its circulation and advertising patronage in the past year. Its typographical appearance has steadily improved, in consequence of the unceasing efforts to approach perfection in its mechanical processes; its new features, such as the Sunday Editorial Section, have been of peculiar literary attractiveness, and its art work in colors has been of a quality hitherto considered unattainable by newspapers, or even by magazines.

The record of 1899 would have seemed an impossible one a few years ago, but from the accelerating movement of popularity it is clear already that the record of 1900 is going to dwarf it.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL XXX.

NEW YORK, JANUARY 10, 1900.

No. 2.

WITH ENGLISH ADVERTISERS.

By T. Russell.

If I were asked to name the smartest advertising man in England—thereby being implied the man who can get the most publicity for the least money—I would unhesitatingly name Strong Man Sandow, of whose feats in strong advertising I have written before. I revert to him now because he has just turned up in a new way and shown how a skilful general can snatch victory even from defeat. Sandow was first a stage "strong-man" — lifting horses, breaking chains and so forth. Then he took to teaching athletics and published a book, which sold quite extensively, though it was chiefly a mere advertisement of Sandow's school. I hasten to add, in justice to the strengthy professor, that the small number of pages actually devoted to dumb-bell exercises, and the chart illustrating them, were well worth the money to any one who wanted to go in for muscular culture; there has never been a set of exercises anything like as good. Still, the book was a big ad; yet he managed to sell it (for, I think, 25c. and certainly not less than that), and to get it advertised free by newspaper reviews. So far as I know, it was never advertised otherwise than free and it certainly must have yielded a direct and considerable profit as a book. Then he started a monthly magazine—advertising his schools; and he has a good sale, and I doubt not a substantial profit out of that. And there are a home exerciser and some spring dumb-bells and so on, called "Sandow" exercisers, etc., no doubt bearing a profit. Finally, he made himself into a stock company, "Sandow Limited." And you see practically every penny of this advertising has been

paid for by some one else. When he was a stage performer, the theater people advertised him, and thus laid the foundations of his reputation. After that, what with books, magazines and press notices, it was all free. If this was a deliberate scheme, it is the smartest thing out; Barnum might have been proud of it.

* * *

But the neatest thing of all, perhaps, is the latest. When Sandow was stumping the country he used to lift a piano, player and all, and carry it off. One night the carpet rucked up and Sandow let the pianist down with a run. Now the injured instrumentalist has sued him for damages and recovered \$625. But in the course of the trial (which was reported in something like a thousand newspapers) note the smart little bit of advertising the man of muscles manages to work in. I quote the *Daily News'* report:

In cross-examination Mr. Sandow said he was engaged by the theater, and he provided the piano, the plaintiff the music stool, and all other things that had to be lifted. (Laughter.) Everything apart from these things was provided by the theater, including the carpet. The tour, commencing last January, lasted eight weeks, and since then he had given up professional life. He had confined himself since then to the development of muscle—he taught physical culture. That was Sandow, Limited, but he was Sandow, Limited. (Laughter.)

Mr. Justice Darling: Do you mean to say that since that tour you have given up performing the tricks? Yes.

Mr. Wallace (Sandow's advocate): He has retired from public life since that.

Mr. Justice Darling: Have you not taken to preparing people for the army, for gaining commissions? Yes.

Mr. Justice Darling: Some one at the war office has made a rule that unless a person weighs so much he shall not be admitted to the army—a rule which would have excluded Lord Wolseley and Lord Roberts, and under which the first Napoleon and the Duke of Wellington would have had no chance. (Laughter). In consequence of that, amongst other

things, have you given up the performance of these tricks, and taken to make people weigh all it is expedient they should at any given moment? Yea. (Laughter.)

Mr. Wallace: They can have their weight brought up in six or eight weeks and then they can get back to a healthy condition.

Mr. Justice Darling: You satisfy the people of the war office instead of throwing people about with a piano? (Laughter.)

Sandow: Yes.

And finally, you see, he unconsciously excites so much interest that he sets me at work advertising him free, again!

* * *

Somewhat akin to this sort of advertising—the advertising which works by people being set talking about you—is the device, which has lately been employed on a quite heroic scale here, of what may be called puzzle advertising, or blind advertising. For some weeks past the newspapers have contained considerable announcements consisting of the single word "Lemco," and the secret—"what does Lemco mean?" has been well (perhaps too well) kept. Indeed, probably few people know at this moment that it is the new word registered by the Liebig Company to stop substitution directed against their beef extract. The word is formed thus: Liebig's Extract of Meat Co., and may well form the subject of an inquiry as to the value of such schemes.

* * *

It will be perceived at once that the idea is to excite public curiosity, and set people asking "What in the world is Lemco?" Some fifteen or twenty years ago we had a long campaign of blind advertising in the form of a wallposter, "What the Dickens is Gloy?" (Dickens being represented by a picture of the famous novelist). Gloy turned out to be a patent mucilage. It had a moderate success and has still a sale, more on its own merits, I presume, than on the strength of its advertising. Will the Liebig Company attain their object? All such advertising as this deliberately postpones the realization of its results. It cannot possibly sell goods right away. It holds back from its direct appeal, with the object of having that appeal, when the time comes and the

secret is let out, made more effective. Now, what is the scientific aspect of all this? If undertaken in any scientific spirit at all, the advertiser must have convinced himself that the expenditure of say \$5,000 on some advertising that cannot possibly affect sales itself (and I estimate that a good deal more than \$5,000 has been spent on the word *Lemco*) will make the money presently spent in revealing the secret do \$5,000 more work than it would have done if the blind advertising had not come along first. It may be pointed out that the actual expenditure isn't the end of the matter. The postponement of results has to be calculated upon. If direct advertising can be estimated to produce (say) its own cost in sales, in the second month, it ought to produce a good percentage more than that in the third and the fourth month; and these later months will find the demand well established. People will have begun to buy. The reluctance of retailers to open a fresh line will have been broken down, and all the advertising will now tell—there will be no loss of sale by retailers' inability to supply the demand and purchasers getting along without the goods. Where the first month or two months are occupied with preparatory work alone, this administrative work will only begin to be accomplished when the blind period is over and there is a consequent loss.

* * *

I understand that the *Lemco* secret is to be given away at New Year; consequently the "blind" work will have covered about six or eight weeks. In the present instance the goods are already stocked in the old name, and I suppose a slip label will be given out to dress them, so the difficulty is not so acute as in the case of a totally new article. It is a scheme worth thinking of; but it ought not to be adopted by any one without thinking, and my present object has been solely to suggest the line on which the thinking should be done.

* * *

A curious announcement appears now and again in the advertisement

columns of London dailies headed "Special." This ad is by one of the book of Daniel exploiters. I don't think it is the prophet Baxter, who runs a strange "religious" paper (*The Christian Herald*) which has lately been running, among other attractions, George Eliot's novel "Adam Bede," as a serial, with scare-heads and pictures. But it is a similar scheme. I print a bit of it:

SPECIAL NOTICES.

Princes Victor and Louis Napoleon: Will either be the last great Cesar? Will one of them revive the Napoleon Empire and form an Allied Confederacy of the Ten Nations of Cesar's Roman Empire—viz., France, Britain, Spain, Italy, Austria, Greece, Egypt, Syria, Turkey, and Balkan States?—thus fulfilling Revelation xiii. 3 and Daniel vii. 24? And will the other subsequently become the Sovereign of a Balkan State (i. e., the Little Horn of Dan. vii. 24), and then King of Syria, and make a seven years' covenant with the Jews, and during its latter 3½ years reign as Cesar over the Kings of the Ten Kingdoms, according to Daniel ix. 27 and Rev. xiii. 5, until the battle of Armageddon in 1917 or 1929?—A Pamphlet with the above title is published at "Prophetic News" office, 6 Tudor-street, London, E. C., and will be sent free to any one writing for it. The pamphlet gives their Biographies.—Warrand Houghton's Prediction in 1887 about Prince Louis Napoleon.—Who is to be the Architect of the Ten-kingdomed Confederacy?—One Napoleon may Become French Emperor just before the Napoleon of Prophecy Arises in the East.—Bengel's Prediction in 1740 of the Napoleonic Empire to Arise First about 1800.—Eighteen Notable Days in the Future History of Napoleon.—With Map and Pictures.

Is it not funny that this kind of thing can be made to pay?

* * *

Some further specimens from the same columns may be amusing:

"The Poor Always Have With You"—All who are interested in the everlasting Problem of the Poor should read Sir Walter Besant's story, "The Alabaster Box," and Alderman Fleming's article on "The Housing of the Poor." Both of these appear in the "Leisure Hour" for December. Now ready. Price 6d.

Elizabeth (or Eliza).—Girls having these names may find something to their advantage on consulting the "Girl's Own Paper" for December. Now ready. Price 6d.

Perhaps you think the boys don't know about Hinde's Curlers; don't they, though?

The author of "Bootle's Baby" says—"Most decidedly use KOKO, it is

a nice clean preparation and will stop hair falling out. I happen to know, as I have tried it."

To Orphanage Institutions.—Wanted a good home for three orphan children, ages from 10 to 15 years. State terms, etc., W. Butler, 20, Oakhurst-road, Forest-gate.

* * *

One advertising concern at least seems to be making money out of the terrible Transvaal war. The following ad in various settings has appeared in many places:

EVERY TABLET OF
VINOLIA SOAP

you buy from Nov. 6th to Dec. 5th

means a HALFPENNY for the

"Transvaal War Fund."

And it is said that a million half-pennies (\$10,000) has been realized for the fund. I suppose it doesn't lie in any Englishman's mouth to cavil at a scheme for helping our wounded. But I can't help feeling that it is rather a low down form of advertising to appeal to motives other than the merits of one's goods.

* * *

The Queen's gift of boxes of chocolate to the soldiers gave a free advertisement to the three firms that are to supply it—Rowntree, Cadbury and Fry. It is a quaint circumstance that all these firms, who are to comfort warriors on the field, are Quaker firms. But it is understood that they unanimously declined to make a profit out of the transaction, and whether from scruple or patriotism, furnished the goods at cost and without making any fuss about it either.

INDIAN TERRITORY
DAILIES.

In the December issue of the American Newspaper Directory for 1899 five dailies are catalogued in Indian Territory; but not one of the five gets credit for an actual average issue of so many as one thousand copies.

THE public will never know what one has to sell unless one tells it through some advertising medium.—*Baltimore (Md.) World*.

THE END OF ST. JACOB'S OIL.

A contemporary gives the following particulars of the end of the concern that manufactured St. Jacob's Oil, and believed it could exist on the prestige of its former advertising expenditure:

Mr. and Mrs. Devries have filed a joint deed of trust conveying to Henry S. Dulaney, as trustee, all the property of the Charles A. Vogeler Co. The trustee has filed a bond for \$300,000. It is believed that the assets of the company are about \$150,000. A rough estimate places the liabilities between \$175,000 and \$200,000. Included in the deed of trust is the ante nuptial contract between Mr. and Mrs. Devries, binding them to protect the company and to place their entire property in trust for the benefit of its creditors should such a step become necessary. This agreement was executed March 28, 1887. Mr. Dulaney is directed to make an immediate sale, public or private, of all the property owned by Mr. and Mrs. Devries. The estate includes the Vogeler Company's stock of medicine, and the trademarks formulae, etc.

One reason given for the decline in the sales of St. Jacob's Oil is the public enlightenment upon the nature of rheumatism, a disease in the treatment of which the liniment was largely used. It is now known that rheumatism originating in imperfect digestion must be treated from the inside of the body, and that at best, applications to the skin give only temporary relief. Men familiar with the proprietary medicine say the failure of the Vogeler company is due to the lack of good management, to the diminution of advertising, and to the multiplication of heads of departments.

In regard to the advertising done by the company it is said that in 1882 \$500,000 was expended, and this outlay has been gradually decreased, until to-day not over \$50,000 a year is paid out for advertising purposes. For the past six years no daily publications have been used; the remedies of the company have only been given publicity in country weeklies and the German press.

When the late Charles Vogeler was at the head of affairs he paid great attention to the advertising, with the result that a fortune came into the coffers of the company each year. Many striking devices were employed to make known the merits of the products of the company. Among these were the painting of figures of St. Jacob holding a bottle of oil, on the hill-side and rocks throughout the United States; a duplicate of the famous obelisk now in Central Park was made and placed at the intersection of Howard and Liberty streets, Baltimore, where it continued for years to attract the attention of residents and tourists. A new policy in this regard was begun when Mr. Vogeler died, and the plan of retrenchment in advertising expenses continued.

MONEY AND PERSEVERANCE.

That the founders of the California Fig Syrup Company dropped \$52,000 in advertising before the enterprise became a success, shows what capital, patience and perseverance it sometimes takes to make a thing "go." There have been better remedies started only to be abandoned for lack of all those items that go to make phenomenal successes of enterprises which at the beginning seem to be doomed to failure. If the founder of the California Fig Syrup Company had lost courage after he lost his original working capital of \$1,200, he would not be to-day at the head of a company whose annual sales are said to amount to nearly \$1,500,000.—*Mail Order Journal, Chicago.*

WITH HIS PEN.

"He makes a living with his pen."
"He is an author then?"
"No. A bacon merchant."



You
Can not Reach
Readers of

The Sun

Through
Any other Daily
Publication.

Address,
THE SUN, NEW YORK.

ADVERTISING AND ECONOMICS.

A writer in the *Yale Review* declares that the increase in the income of the people is responsible for the increase in advertising. He says also that the extent of advertising done by the people of a nation varies in proportion to the degree of industrial progress in that nation. Thus modern advertising had its beginnings in England and Holland during their rapid industrial growth in the eighteenth century, while nowadays the countries most advanced industrially are prominent in advertising, as the United States, England and Germany, advertising being less common in the more backward nations.

The writer regards advertising as an economic waste, inasmuch as he believes that it does not add anything to the real value of the article, but is a selling expense which would be eliminated by the absence of competition. Hence he declares that the modern tendency to industrial combinations will result in the decadence and decrease of advertising. Observation does not support this view. It cannot be shown that the formation of trusts has been followed by any decrease in advertising. The newspapers and the magazines print more advertising than ever before. The only sufferers have been the trade papers, and the writer might have mentioned that at least three or four failures of trade papers may be directly traced to a combination of establishments in their industry. But the trade paper reaches the merchants and not the consumer. To reach the consumer one must advertise in newspapers and magazines. Most of the articles purchased through advertisements are things not absolutely necessary, and a demand for these can be stimulated only by advertising. The staple products, such as sugar, need less advertising. On the other hand, even should competition in manufacturing be eliminated, there will be still the competition of the merchants for customers. The probability is then that advertising will continue to increase, which will prove the writer's first statement, that the

amount of advertising done by the people of a nation is an index of its industrial progress.—*Chicago (Ill.) Tribune.*

ADVERTISING will sell everything that ought to be sold.—*Bates.*

Strongest in the World

IT ISN'T THE \$300,000

of capital of the Chemical Bank that draws to it more than \$30,000,000 of deposits. It is the surplus of more than \$7,000,000. It isn't the \$500,000 capital of the First National Bank of New York that draws to it more than \$40,000,000 of deposits, but its surplus of nearly \$8,000,000.

And surplus is of far greater importance in life assurance than in any other business, because of the duration of life assurance contracts, which may not mature for 30, 40 or even 50 years.

The Equitable Life Assurance Society is the strongest company in the world, and has over \$60,000,000 of surplus over all liabilities.

The Equitable Society

120 Broadway, New York.

A READABLE LIFE INSURANCE ADVERTISEMENT IS SEEN SO RARELY THAT WHEN ONE IS DISCOVERED IT PRODUCES A FEELING AKEIN TO WHAT COLUMBUS MUST HAVE FELT WHEN THE SHORES OF THE NEW WORLD FIRST GREETERED HIS EYES.

Philadelphia Bulletin

**Daily Average Circulation by
Months for the year 1899
shows a steady gain over 1898.**

	Copies per day		Copies per day
January	100,834	July	110,764
February	107,629	August	113,589
March	112,080	September	116,777
April	117,087	October	116,744
May	115,602	November	115,078
June	112,505	December	116,055

The following statement shows the actual circulation of THE BULLETIN for each day in the month of December, 1899:

1	116,441	11	114,862	21	118,468
2	124,900	12	117,643	22	118,967
3	Sunday	13	118,036	23	117,329
4	113,530	14	118,899	24	Sunday
5	124,983	15	118,665	25	Holiday
6	111,824	16	117,898	26	109,210
7	113,531	17	Sunday	27	111,855
8	114,459	18	118,281	28	110,186
9	117,439	19	118,870	29	110,294
10	Sunday	20	119,365	30	105,449
31					Sunday

Total for 25 days..... 2,901,384 copies

Average for December, 116,055 copies per day.

The Bulletin's circulation figures do not include damaged or unsold copies.

WILLIAM L. MCLEAN, Publisher.

PHILADELPHIA, January 2, 1900.

Display rate for advertising 20c. per line.

Discounts on contracts as follows:

1,000 lines.....	5 per cent.	5,000 lines.....	15 per cent.
3,000 lines.....	10 "	10,000 lines.....	20 "

MRS. WHARTON'S CHRISTMAS PRESENT.

The matter reprinted below appeared as an editorial in the Brooklyn *Eagle* of December 26th, under the title, "The Passion For Advertising." It is doubtful whether any book ever secured a better advertisement, in a better medium, or in a more enviable position:

No doubt the newspaper stories which represent Mrs. Edith Wharton as stating publicly that she is "hurt," because Mrs. George Gould did not ask her permission before acting in one of Mrs. Wharton's plays, for the entertainment of the guests in Mrs. Gould's house, are inspired by a publisher anxious to extend the sale of Mrs. Wharton's book, "The Greater Inclination." Certainly, it is to be hoped that is the explanation. It is a publisher's business to sell books. Advertising helps to sell them, therefore the publisher is excused for seeking all of that commodity which he can induce to come his way. It is the business, or, at least, one business of the actor, to draw audiences, therefore we excuse his self-advertising, even when he is a great actor like Sir Henry Irving or Duse and when we think the advertising unworthy of him. In a way, too, it is the business of an author to find readers and some of the leniency which is extended to the publisher and the actor may be allowed to him. Writing novels is a business as well as an art and the art does not thrive when divorced from business support.

But any one who appreciates the subtleties of writing and who has read "The Greater Inclination" must put that book on a little pedestal by itself in his mind. Through most novels, even some very great examples, one can feel the writer's consciousness of his public, just as in the case of ninety-nine actors in a hundred you know that the artist is playing for his audience and not solely for the satisfaction of interpreting character. Now "The Greater Inclination" is free from this suggestion. Hawthorne himself gives no stronger impression of the absorbed love of the writer in his work for the mere joy of writing. The style gives one the impression that the author has lingered over it for the pleasure of finding just the perfect word for an idea. At a time when so many novelists believe that any old word will do, so long as they are able to turn out their twenty or forty or fifty dollars' worth of "stuff" in a day, a book like that gives pleasure entirely aside from the interest of its plot or the value of its character drawing. The more one knows about the art of writing the greater his enjoyment of its style. The stories read as if they must have been written as they stand, whether they were to have three readers or three thousand. The idea that such an artist would run after advertising like a press agent is a shock even to people to whom the press agent is a matter of course. No doubt Mrs. Wharton's book will be more widely read because Mrs. Gould has

acted in "The Twilight of the God." But people who pick it up for that reason should be warned not to read that little play first. It is the most enigmatic and elusive thing in the collection and slightly difficult even after one has become accustomed to Mrs. Wharton's understatement and masterly parsimony of language. It is properly placed at the end of the volume and the author's own arrangement of the material is a good one to follow in the reading.

DES MOINES "DAILY NEWS."

The American Association of Advertisers completed its organization at New York City a few days ago. This is the organization formed with the declared object "to develop a means of ascertaining the circulation of publications which accept advertisements," and which has partially promised to make an investigation of the paid newspaper circulations of Des Moines, upon invitation of the *Daily News*. The offer of the *News* to contribute \$100 toward the expense of an investigation of Des Moines newspaper circulations by a committee of the association has been renewed, and seconded by another local publication which is willing to contribute a like sum, and there is little doubt that the investigation will be made within a short time. The movement to place advertising on an honest basis of proportion to circulation is daily gaining ground, and Des Moines will lead in the reform. Newspapers unwilling to show up their circulation will be placed in their true light before the advertising public.—*Des Moines Daily News.*

CURRENT ADVERTISING CALENDARS.

The American Biscuit Company, San Francisco, lithographed card 10 $\frac{1}{4}$ x 13 $\frac{1}{2}$ inches, representing American soldier giving cracker to Filipino boy, to which are attached twelve monthly cards each 6 $\frac{3}{4}$ x 3 $\frac{1}{4}$ inches, with numbers in white on dark olive green.

ILLUSTRATED ADVERTISEMENT.



"GROOM WANTED."

Central State Bank

OF DES MOINES

Guarantees the Circulation Reports of the
Des Moines Daily News,

REPORTED BELOW

Average Issue, January, 1899,	24,798
" " February, "	24,724
" " March, "	25,846
" " April, "	25,637
" " May, "	24,930
" " June, "	25,125
" " July, "	25,119
" " August, "	25,959
" " September, "	26,389
" " October, "	26,940
" " November, "	27,665
" " *December, "	27,854

* To and including December 25.

BANK GUARANTEE OF CIRCULATION.

We hereby guarantee the correctness of the daily, monthly and yearly statements of the circulation of the DES MOINES DAILY NEWS published in and by said paper, and agree to pay one thousand dollars (\$1,000) to the advertiser in said paper who first successfully proves that any of said statements are not true. We guarantee that the circulation records of said paper and all other proofs necessary for a satisfactory investigation of its circulation shall be open to the inspection of said advertiser, and, should the same be refused, we hereby agree to pay as a forfeit to said advertiser the above \$1,000. This guarantee to hold good one year from date.

CENTRAL STATE BANK,
DES MOINES, Ia., Dec. 1, 1899. J. D. WHISENAND, Cashier.

CHICAGO STREET FREAKS.

Here is a list of advertising freaks that, according to the *Chicago Chronicle*, have been banished from the streets of Chicago:

A Scotch Highlander with bag-pipe.

Four country "Rubes," straw hats, linen dusters, huge carpet-bags, burst-open valises, immense cotton umbrellas, wonderful shoes, flamboyant neckties and all. They created excitement and also hindered traffic by staring into the shop windows, looking down the cable slot until the car was almost upon them, pretending to go wild with fear over the occasional automobiles.

Five peasant girls advertising cigars.

One tall woman in scarlet, huge white hat with silver plume and snowy feathers, large, floating yellow satin cape and purple parasol. In one hand she swung lightly a box of cigars, in the other flourished a vivid fan.

Two Roman gladiators.

A handsome man and woman riding in a swell-looking carriage bearing the flaming inscription: "We were married by the So-and-So matrimonial agency."

Another man and woman in a carriage advertising a popular play and with a quaint little Chinese infant perched high at front and rear. This carriage was followed by a mock patrol wagon; driven by a man in shabby policeman's uniform, and hindered traffic almost as much as its baby occupants amused the crowd on the sidewalks.

A couple of Indians in war paint.

A man dressed as a clown and carrying a big boy attired as a baby in long clothes.

A soap advertiser with his head and face all in a mist of lather and bearing aloft a huge razor.

A chariot drawn by a pair of small reindeer, and another dragged along by a supposed ostrich.

One ragged Mexican vaquero, minus horse and saddle, but fully equipped with spurs, lariat and gay leather fringes. This man whooped villainously and groaned as he walked.

A pair of "real English chimney sweeps," tall and shabby silk hats upon their heads, brown coats of an unusual pattern on their backs, and meeting the queer, corduroy knee-breeches, and with trumpets, which they noisily blew.

AN INTERSTATE EXPOSITION.

To organize a great traveling exposition showing the products of every State, to get together six trains of agricultural, mineral and live stock products and take them to all the principal cities of the country in the ambitious scheme of John Gilman, a capitalist, of Worcester, Mass. "You call it a stupendous undertaking?" said Mr. Gilman. "It is not when you once understand it. The citizens and States furnish the products and the cars. I pay the railroads for transporting the trains, and they will be able to handle the six trains I propose to organize as easily as they would be able to handle any other six trains. It would be but an incident in their business. There is nothing stupendous about it except to interest that the advertising will be profitable, and I have little difficulty in demonstrating that. For \$5,000 a State can get up an exhibition that will exhibit its resources in a way that will bring it thousands of dollars. I give ample bond to do all I promise. There is no doubt of the feasibility of it, and I have set the date when the exposition is to start at August 1, 1900. It will start from Portland, Ore., and every large city in the country will be visited." Mr. Gilman takes as his profit the products after they have been exhibited. At the cities where the exposition will show the stock will be taken out and exhibited at the fair grounds.—*National Advertiser*.

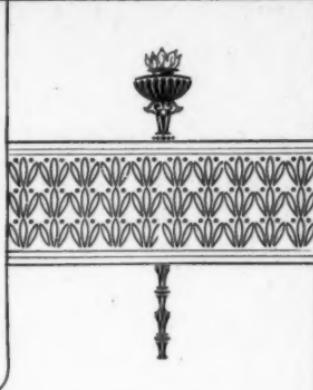
TERRY'S TESTIMONIAL.

Miss Ellen Terry was lately implored by a lady hairdresser for a testimonial for some hair wash, and consented to supply one. Imagine the surprise of the hairdresser when she received a large portrait of the actress as Marguerite, with the traditional long plaits supplied by the wigmaker, with this autograph underneath: "Ellen Terry, after one application of Miss Blanke's hair wash."—*New York Commercial Advertiser*.

ILLUSTRATED ADVERTISEMENT.



CHAINLESS SAFETIES FOR SALE CHEAP.



SOLOCITORS for advertising in penny papers urge as an argument that advertising in 2-cent papers, or high-price papers, does not pay, except for high-price goods. "Bargains," they say, bring better returns in cheap papers. The domestic servants employed in the comfortable homes in the city and country, to which the *Evening Wisconsin* is delivered, regularly read the *Evening Wisconsin*'s daily bargain offerings. These servants are all well paid, receive their wages in cash each week, and are more numerous

than all the Subscribers
 of the Penny Papers in
 the same districts. 

The *Evening Wisconsin*, therefore, not only goes into the best homes in the city of Milwaukee and State of Wisconsin, but also reaches through those homes a vast army of bargain-seekers, the well-paid domestic servants and employees. 



Don't argue
with Dirt.®

Use Pearline without Soap

You can't touch
Pearline without
saving something.
Costs little to begin
with, but saves all
the way through.



At all Grocers.
Millions use it.

Avoid substitutes

A CORRESPONDENT of PRINTERS' INK expresses curiosity as to how the effect shown above is produced. There are two ways: One is to place the clean white paper before the camera and photograph it, using what is called a Ben Day film, by the aid of which the fine black lines on the paper, as seen in the

cut, are produced; then the artist draws his letters on the paper, using black india ink, and finishes the letters off with Chinese white. Or drawing paper already containing the lines may be procured at artist's materials stores and then the letters be drawn on in the same manner.

THE WHARF-LITHO PROCESS.

The Wharf-Litho process, discovered and patented by Mr. George Hildyard, is a simple modification of the lithographic (or, properly speaking, zincographic) process to use in the ordinary letterpress machine. The writer has frequently forecast the abolition of the narrow boundary which has separated chromo-lithography from letterpress printing. The first step towards that end dates back to the early days of lithography, when zinc was first tried as a substitute for stone. Perhaps to some the pertinence of this statement may not be very apparent, as the effect was small. Nevertheless, every successive step, culminating in the discovery of Wharf-Litho, owes its inception to the adoption of zinc as printing basis. The first real development was that of mechanical engraving which substituted a deeply-etched zinc plate for the shallow-etched litho-stone on one hand and the line wood engraving on the other. From this sprang again half-tone photo engraving, to compete with and largely to supplant photo-lithography. Finally (until this year) came the development of trichromatic printing or the three-color process. Thus, although other metals have been utilized, zinc has been at the root of every competitive development. The vital difference between litho and Wharf-

Litho lies in the etching and preparation of the plate to enable it to be worked upon the letterpress machine. We cannot, of course pretend here to furnish particulars of this, which forms the soul of Mr. Hildyard's patent. The lithographer may now place himself on a footing, as regards speed, with the letterpress man, as all those details which have hitherto served to limit his production are abolished in this new process. The invention is the property of Wharf-Litho, Limited, 24, Plowman's Court, Fetter Lane, E.C.—*Barnett's Weekly Printing Trades Gazette* (London).

STREET CHARACTER ADVERTISING.

John Glenister, actor, impersonator and street advertiser, has been filling two roles lately in the streets of New York and Brooklyn in the interests of Reed & Regester, the Fulton street cigarmakers. The "Dude" sketch, accompanied by his darky valet, perambulating on behalf of the Arnal Cigar and for the same house John comes out as a "Rube" of the hayseed order. In both impersonations he is considered to be just the thing. It is rumored also that he has astonished those who know him well by a striking make-up in imitation of Lillian Russell.—*Tobacco Leaf*.

THE

Nashville Banner

IS THE ONLY

Tennessee Newspaper

That furnishes monthly sworn statements of circulation in accordance with the National Advertiser's plan, which defines circulation as the number of copies printed and circulated.

The "Banner" guarantees its advertisers more than double the circulation of any other Nashville daily. Average circulation for the month of November, 14,762. For rates, address

**Nashville Banner,
Nashville, Tenn.**

S. S. VREELAND,
Eastern Representative,
150 Nassau St., New York City.

\$4,200

For Those Who Tell.

The Shortstory Publishing Company, Boston, Mass., will pay \$4,200 in cash prizes, from \$100 to \$500 each, for clean, clever, original stories of 1,500 to 6,000 words for publication in **THE BLACK CAT**. This Prize competition, which closes March 31, is open to all, and each story will be judged solely upon its merits without regard to the name or reputation of its writer; but no story will be considered at all unless it is sent strictly in accordance with the printed conditions, which will be mailed free, together with many of the names and addresses, as references, of the men and women in all parts of America who have received over \$30,000 cash for **BLACK CAT** stories.

Address: THE SHORTSTORY PUBLISHING CO.,
Boston, Mass.



25c. A COPY.

\$3.00 A YEAR.

Observing advertisers have seen our advertisement in the press of the leading cities announcing the first number of this magazine for

MARCH 10, 1900.

The publishers will create a lively and unusual interest in the appearance of **THE SMART SET** by various methods of advertising it.

Hence, intelligent and refined men and women will await the first number with curiosity, and award it a hearty welcome.

We guarantee and will establish it by indubitable proofs that we will print and circulate a minimum of

100,000 COPIES

of each number for the first three months, namely: March, April and May.

As this is to be a high-class magazine, selling for 25 cents, an advertiser will readily understand that it will go only to the best classes—people able to make purchases.

THE SMART SET will be read attentively because its readers will want to judge its merits.

Every advertisement will be seen by a larger percentage of its readers than is the case with older magazines.

The advertising rate is comparatively much lower than in older magazines.

Smart advertisers who know the value of first impressions will regard the first numbers of this magazine as an advertising opportunity.

Advertisers, especially those desiring preferred positions, should write us at once.

All inquiries will be promptly answered. Address

**ESS ESS PUBLISHING COMPANY,
1135 BROADWAY, NEW YORK.**

DISTRICT OF COLUMBIA
DAILIES.

Three daily papers in Washington receive credit in the December issue of the American Newspaper Directory for 1899, for an average daily circulation of over 20,000 copies. They are the *Evening Star*, the *Post* and the *Times*. The *Evening Star* is entitled to first consideration. It has made known its actual output with careful accuracy through a long series of years, being and having long been, one of the most painstaking and consistent of all the American daily papers that believe an advertiser entitled to know the amount of service that is given him for his money. The latest circulation rating accorded the *Star* covers the year 1898 and shows an average issue of 33,149 copies sold, delivered, furnished or mailed. The editor of the Directory further credits the *Star* with being one of the very few papers that are valued by advertisers more for the class, character and quality of its circulation than for the mere quantity of it. This valuation is indicated in the Directory by the "bull's eye" \odot * a figure that, according to Webster, was used by the alchemists of old to denote pure gold. The Washington *Post*, a morning paper, seems never to have furnished any statement of circulation in a form that would justify the editor of the Directory in according a rating in actual figures. The Directory gives the *Post* credit for an issue exceeding 20,000 copies for 1898, with the qualification that the only communication from the paper on the subject was unsatisfactory because of certain shortcomings, and although the attention of the publisher was directed to the insufficiency of the report, and informed how the defect might be remedied he did not avail him-

* This mark, familiarly known as the bulls eye (○), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (○).

self of the opportunity. Neither did he send any report of his issues for 1899. The conclusion natural to be arrived at from the course pursued by the *Post* is that its business manager is better satisfied with the circulation rating accorded in the Directory than he would be to see the actual figures printed in cold type. The Little Schoolmaster is of the opinion that taking one year with another the Directory has rated the circulation of the *Post* too liberally, but it is such a good paper that advertisers appear to be quite content with the service it renders. The Washington *Times* is a one-cent paper, appearing both morning and evening. A subscriber may have two separate papers from the *Times* office at no greater cost than is entailed by a single subscription for the *Post* or *Star*. The practice of counting the same reader twice in a day is claimed to bring about a duplication of circulation, making a thousand copies of a paper so served worth much less than an equal number of a merely morning or a merely evening paper. Of the worth of this contention PRINTERS' INK does not have a very high idea, but no one denies that copy for copy a two-cent paper gives an advertiser a more valuable service than one that is sold for a cent. The *Times* was established in 1894. It has generally made straightforward statements of its actual issues and for the year 1898 had credit for printing 49,233 copies daily.

THE newspaper not only holds its own, but has forged ahead until there is nothing like it in the world as an agent for the accomplishment of definite purposes.—*Providence (R. I.) Telegram.*

ILLUSTRATED ADVERTISEMENT.



"WET NURSE WANTED."

MUNSEY'S CONUNDRUMS.

Mr. Frank A. Munsey has just issued a booklet entitled "Munsey on Advertising, No. 2," the object of which is to discover how advertisers stand on Mr. Munsey's position in regard to the advertising agent and the source from which the agent's commission should come. To this end a number of questions are asked and space left wherein the answers may be written. Should it become apparent, says the booklet, that the advertisers, in whose interests the Munsey war is waged, are not in sympathy with the principle involved it would be foolish to continue it. The Little Schoolmaster took the questions to a prominent New York advertiser and here presents them and the answers he gave:

Question No. 1.—As an advertiser, do you believe that you are entitled to know the exact amount of net paid circulation you buy when you place a contract with any periodical? If net circulations are what you want, and net circulations are what you are entitled to, are you willing to bear a hand in getting them? Are you willing to become a member of an organization which, on straightforward, honorable business lines, shall force an absolute knowledge of circulations?

Answer.—I believe I am entitled to know the number of complete perfect copies issued. I don't take much stock in so-called net circulations. I would be willing to become a member of such an organization.

Question No. 2.—If it is your conclusion that gross circulations are what you want, and are thoroughly satisfactory to you, is there any good reason why I should not abandon the net circulation idea and hereafter quote on all my publications gross circulations?

Answer.—I think it would be the more honest course. You know how many copies you prepare for sale, but what is the net sale you cannot know until long after the information is no longer pertinent.

Question No. 3.—Is the character of a publication, together with its age, its history, and the position of the house from which it is issued, sufficient to determine the quantity of its circulation? Are you satisfied with such measurement, and is it your conclusion that you are not entitled to know, nor do not care, what the actual circulation is? If so, a knowledge of this conclusion will be of the greatest service to me as a guide in the conduct of my publishing interests.

Answer.—The character and age, together with the history and position of the house from which it is issued,

is well worth considering; but I would also like to know the actual number of copies printed.

Question No. 4.—If it is your conclusion that the gross circulation of a publication, no matter whether circulated here or in Europe, is satisfactory to you, is there any good logical reason, and without discriminating against me, why I should not add the European edition of *Munsey's Magazine* to my circulation figures? I am now printing a European edition of *Munsey's*, but have not included it in my circulation figures, and for the reason that it carries no American advertising. Neither do the foreign editions of *Harper's*, *Scribner's*, or *The Century* carry American advertising. All three of these magazines have an English edition, and *Scribner's*, in addition, has an Australian edition.

Answer.—No man is justified in claiming to an advertiser, as circulation, copies in which the advertisement will not appear. Such are not complete copies.

Question No. 5.—Do you regard the advertising agent, the man into whose hands you place your appropriation, and on whom you depend to work for your interests as faithfully as you would work yourself—do you regard him as your agent or as the agent of the publisher? There is no more vital question for an advertiser to settle than this. You have doubtless read some of my arguments on this point. I may be all wrong. I would like your judgment on the matter.

Answer.—He is just as much my agent as is the stock broker whom I employ to buy for me a hundred shares.

Question No. 6.—If it is your conclusion that he is your representative, then does it not follow that he is not the representative of the publisher?

Answer.—He is not the representative of the publisher, but the publisher may pay him his brokerage as is usual among merchants and brokers.

Question No. 7.—Is it not the purpose of the publisher to get the highest price possible for his circulation, and on the other hand is it not the purpose of the advertiser to buy circulation at the lowest possible price? If this be so, is it possible for one man, whether he be advertising agent or what not, to serve faithfully at the same time the contending interests of these two parties?

Answer.—It is the purpose to get the highest price, but one price is the rule in every successful retail business. The honest broker will remain an honest man.

Question No. 8.—If you were placing your own advertising, as many men do, could you work for your own interests and at the same time be the agent of the publisher—so faithful and serviceable an agent to him that he should reward you with a commission on the business you sent him? If you could not do this for yourself, how is it possible for the

advertising agent to do it who in serving you is, so to speak, another part of yourself?

Answer.—I do have occasion to stand in this position and find no difficulty about it.

Question No. 9.—If it is your conclusion that the advertising agent is the representative of the publisher, and not of the advertiser, then it is obviously very proper that the publisher, not the advertiser, should pay the advertising agent. Is it not also obvious that with such a conclusion you would be at some disadvantage in placing your appropriation in the hands of an agent representing the interests of the other fellow instead of your own? And would it not also be true that if the publisher were to pay the advertising agent he would pay him with the advertiser's money? Isn't the advertiser's money the only money involved?

Answer.—The money that passed was the advertiser's money. When it had passed it became the publisher's money. The broker takes a portion, but he takes it from the publisher. In all sales the brokerage is paid out of the money involved in the transaction, which does not, in fact, belong any more to the one who had it yesterday than to the one who will have it to-morrow. Did you never hear of the Middle Man?

Question No. 10.—If it is your conclusion that the advertising agent is a merchant, a dealer in space, one who buys at the lowest price at which he can buy, and sells at the highest price at which he can sell—if this is your idea of an advertising agent, and there certainly are such agents, should you, following your own interests in the advertising department as closely as you follow your interests in any other department—should you be guided as to what mediums you will use, and where your money will be spent by such an advertising agent? In the very nature of the case is it probable, or even possible, that you will get as good service, as faithful service, from such an agent as you would get if you placed your own advertising, or if you had the services of a man whose whole purpose was to serve you, and for whose services you either paid him a salary or a commission for the work done?

Answer.—It will be safe for me to hear what he has to say and to be guided by my own judgment. There is no man whose whole purpose is to serve me. Every man has the purpose of serving himself but every intelligent man knows that honesty is the best policy.

Question No. 11.—If it is your conclusion that the advertising agent is your representative and not the publisher's, then why in common sense is it not wiser and better for you to pay him direct for his services than to have him receive this remuneration from the publisher whose rates for advertising are advanced sufficiently to

cover, or more than cover, the commission to the agent?

Answer.—It is the custom for the publisher to pay him and while this is the usage I have no kick against it. Some publishers will not pay him, and in these cases I sometimes pay myself, but usually I find such publishers to be cranks and conclude I can get along without them.

Question No. 12.—Don't you know that there is no fixed price for circulation as there is for steel or copper or cotton? No producer of or dealer in the latter commodities can at will, and without regard to prices prevailing with his competitors, arbitrarily advance his own price ten or twenty or forty per cent. But in the publishing business it is perfectly easy to do this, and it is being done all the while. No two publications necessarily have relatively the same rates. Is it not plain, then, that it is the easiest thing in the world for the publisher to pay the advertising agent for his services and at the expense of the advertiser?

Answer.—I do not see it so. Advertising is a service rendered. I pay for circulation, also for character. I pay one man a dollar for a day's work, to another man a hundred dollars, and the last may be the more profitable service for me. I use my judgment.

Question No. 13.—As a matter of fact, is not the advertising agent paid to-day, and has he not always been paid, by the advertiser, though in an indirect way? Is it not plain that all the publisher has to do is to put up his advertising rate to a point where he can pay a commission of ten, twenty, forty, or sixty per cent, as he fancies, and at the same time be getting a big net rate for his circulation? As a case in point, *The Cosmopolitan Magazine* charges \$448.00 a page for advertising, as against \$400.00 a page for *Munsey's Magazine*, and *The Cosmopolitan* has only about forty per cent of the net circulation of *Munsey's*, possibly a shading more than forty per cent. More exaggerated examples than this, even, could be given of the utter lack of stable prices for circulation. If this statement be true, of what advantage is it to the advertiser pay the advertising agent for his services through the publisher? Is it not better to pay him direct and know what you pay him?

Answer.—The agent is paid out of the money that passes. Same as in all brokerage transactions. The publication that allows a specially large commission to an agent usually calls everyone agent and leaves the real agent about as much in the cold as you do.

Question No. 14.—Is there any reason why *Munsey's Magazine* should not have the same rate per thousand circulation as any other magazine of wide circulation? If not, would not I be justified in putting my advertising rates up to correspond with the advertising rates of, say, *McClure's* and *The Cosmopolitan*?

Answer.—Circulation and character

have to be considered in fixing the rate. The rate you are justified in charging will be fixed by the demand for your space.

Question No. 15.—If it is your conclusion that I am entitled to the same relative rates, then what is your wish—that I put my rate up to \$800.00 a page (this might be relatively a shading higher than *McClure's*), and would be quite a shading less than *The Cosmopolitan*), and follow the methods of these magazines in "inducing" advertising to my columns; or that I should keep the rates down to a low price, as at present, and sell advertising to both advertiser and advertising agent at exactly the same price?

Answer.—You had better fix a fair rate. Let your actual circulation be known. Pay a fair commission to agents. Cease to be cranky and try to be consistent.

Question No. 16.—Is there any reason why a body of men styling themselves advertising agents should draw tribute from the advertiser, whether they serve him or not? And is this not just what is done when publishers discriminate against the advertiser and in favor of the advertising agent?

Answer.—Is there any reason why men should make a living selling toy balloons or molasses candy? They have a right to do so if they can. If they can and do, it is a proof that they fill a long felt want.

Question No. 17.—If the publisher discriminates against the advertiser and in favor of the advertising agent, does he not, in fact, compel the advertiser to pay tribute to the advertising agent, whether he wants his services or not, or else to pay more for his advertising than a right price to the publisher, assuming that the price at which he sells to the advertising agent is a right price?

Answer.—What you pay the agent is no more than what you pay your canvasser, and the money in one case comes as much out of the advertiser as it does in the other.

Question No. 18.—If it be your decision finally that a commission should be paid advertising agents by publishers, should it not be a uniform commission? Should it vary all the way from ten per cent to, say, sixty-seven per cent?

Answer.—There is much to be said in favor of a uniform rate of commission.

Question No. 19.—If it is a question of carrying the advertiser—becoming his banker as some advertising agents are—wouldn't it be more natural and quite as wise to have the publisher himself become the banker, instead of a third party? Publishers can better afford to do this than the advertising agent. Their margin of profit is presumably larger.

Answer.—In the opinion of the majority of advertising men Mr. Munsey would make a mighty poor banker.

In three weeks' time 1,500 subscribers were secured for *THE SATURDAY EVENING POST* in Trenton, New Jersey; 919 were secured in Wilmington, Delaware, in one week; 300 every day come from Chicago—at this writing (December 7) they run 7,800 a week.

There are nearly 200,000 families receiving the *PCST*, of the class that can afford \$2.50 for a weekly magazine, and they buy it for its contents alone; no premiums nor cut rates, or inducements of any kind, being offered to secure circulation.

The Saturday Evening Post—we consider it one of the best mediums for our class of goods. The direct returns traceable to *The Saturday Evening Post* have been a surprise to me.

Yours truly,

THE FRED MACEY CO.

October 24, 1899.

OFFICE FURNITURE,

DESK, CABINET FILES, ETC.

GRAND RAPIDS, MICH.

AN ADVERTISER'S PARABLE.

This is how one advertiser makes his views clear to advertisers; it is republished from a recent issue of *News-paperdom*:

A certain man built a road, and set up a toll gate. But, not satisfied with collecting enough money for a fair profit, he fixed his toll rates at more than double what was necessary. For many years the travelers over this road paid tribute to him, and many complaints reached the ears of that man, but he hardened his heart, saying: "My road is the only road the people can travel. I will take what money I please."

At length another man arose and said: "I will build a road, and will charge only what is right," and he did. Many men went over his road, and he grew stronger every day.

After a time the first man saw the number of travelers on his road growing less, and he said: "I will publish abroad the old rates, but will stop every traveler on the other man's road, and tell him I will let him travel my road for the same price he would have to pay the other man."

Some travelers hearkened to his voice, saying to themselves: "This man hath robbed us in the past, but now repented. This road is new. We will go by the old way, as now it costs no more."

And the man, whenever he succeeded in turning back a traveler on the new road, laughed in his sleeve, saying: "Thou fool! thou knowest not my repentance is feigned. As soon as I get all the travelers back, I shall again charge what I please."

Other some, being wise in their day and generation, saw that this man's heart was not changed, and refused to turn aside to the old road, saying to him: "The new road is as good as thine; its builder is our friend, for he hath delivered us from the yoke of bondage."

And the new road prospered, and grew exceeding great, sending out branches even to the confines of the country.

The first man, whom ye all know, is the Plate Trust; and the second man, your friend, the Columbia Press Association, New York, Pittsburg, Indianapolis.

ONE MAN'S IDEA.

The Indianapolis *News*, with its 41,000 circulation, is the best and most influential paper of Indiana. In regard to returns to advertisers it is superior to papers claiming twice or three times its circulation. Clean, honest and fearless, it is the ideal home paper of Indiana. The Indianapolis *Press* started in competition to the *News* can hardly give more than people can expect from an ideal newspaper. And even if it could, it is a question whether there is room enough in Indianapolis for two such papers.—*Mail Order Journal*, Chicago, Ill.

A MATTER OF APPLICATION.

Advertising is to a postal business what steam is to a steam engine. It may run or burst the concern. It is all a matter of application.—*The Book-keeper*, Detroit, Mich.

IN JACKSON, MICH.

The Jackson (Mich.) *Press* of recent date publishes the following:

Gallup & Lewis have constantly racked their brains to discover some way in which to attract the attention of the public to their store. This year one section of the window discloses a kitchen, in which is depicted the way in which a man keeps house, and the adjoining rooms, with their neat and tasty appearance, show the way when the woman is around. This they considered the acme of perfection as a drawing advertisement, but they were surprised yesterday afternoon when the following notice was officially served:

OFFICE OF BOARD OF HEALTH,
JACKSON, Mich., Dec. 21, 1899.

To *Gallup & Lewis*:

Complaint has been made to this office that a nuisance is maintained on premises owned or occupied by you, known as Champion Block, in the form of a dirty, filthy kitchen in front show window. On examination said complaint is confirmed.

You are hereby ordered to remove and abate the same within three days from the date of service of this notice, as required by ordinance of the City of Jackson and statutes of the State of Michigan.

By order of the Board of Health.

J. C. HARTER,

Sanitary Inspector.

It is supposed the comparison of the "dirty kitchen" with the beautiful dining room adjoining was too much for the board to stand, and the above notice was the result.

DELUGE OF CALENDARS.

This is the season of the year when the business man on entering his office trips over a pile of calendars, finds another bunch on his chair and has to lift half a dozen or so before he can open his desk. All day long queer-looking individuals keep poking their unshaven faces in at his door and dropping more calendars on his head, his desk and his lap until the office overflows with them. The advertising calendar habit seems to grow with the years. Some time ago it was almanacs with which the people were flooded each new year, various patent medicine proprietors issuing the little pamphlets setting forth the phases of the moon and the other information of a chronological nature deemed necessary to human happiness. But the pictorial and highly-colored calendar has taken the place of the almanac to a large extent. Every insurance company, railroad company and printing and engraving firm of any pretensions seems to feel called upon nowadays to get out an annual calendar.—*Akron (O.) Beacon Journal*.

THE MEDIUM'S DUTY.

All that the magazines, or trade papers, or newspapers, or whatever it may be, can do for you is to sell you the space and print in it whatever you want printed. There the whole duty of the paper ends. It has laid before its readers what you have to say. If you haven't said it right, no result will follow, and it will be your fault and nobody's else.—*Patent Record*.

NOTES.

MR. A. M. HULL, advertising manager of the *St. Paul Globe*, is making an Eastern trip.

No CONTRACTS for medical advertisements will hereafter be accepted for insertion in the *Christian Herald*.

ON February 1, 1900, *Magazine Advertising* will make its first appearance. Its address will be 530 Atlantic avenue, Boston, Mass.

Of all the improvements in methods of advertising that have been made during the last few years, there are none more noticeable than those connected with the advertising of books.—*Profitable Advertising*.

MAYOR MAYBURY has broached the idea of sending one or two commissioners to the Paris exposition to represent the city of Detroit, and set forth its attractions as a business and residence center.—*Detroit (Mich.) Journal*.

On and after the 1st of January next the *New York Herald* will make no extra charge for omission of column rules in advertisements. Double column advertisements, as at present, must not be less than fifty lines deep in each column, and advertisements across three or more columns must be at least 100 lines deep.

THE National Association of News-dealers, Booksellers and Stationers of the United States have passed a resolution asking publishers of newspapers to remedy the evil of fraudulent returns by having the corners of newspapers so fastened that when once opened to be read the papers cannot be refastened so as to be returnable.

UNDER the heading, "News of the Railroads," the *Philadelphia Record* of December 25th contains a paper read by Mr. Paul Huebner, landscape gardener for the Reading Railroad, in which Mr. Huebner dilates, among other things, on the advertising advantages of the landscape gardens surrounding railroad stations now so popular in the Keystone State.

THE grocers of Lincoln have issued a manifesto against stamp, piano and other premium schemes to draw trade. Merchants of Joliet have also made public protest against these efforts of traveling advertisers to share in their profits. Several of these business men declare that they find newspapers their best medium through which to reach the other fellow's customers.—*National Advertiser*.

EIGHTY-ONE business firms, including all the leaders in every line in Westerly, R. I., have signed an agreement that they will not, under any circumstances, advertise, either directly or indirectly, after Dec. 1, 1899, in any local publication not issued as often as once every thirty days. In plain English this is a united agreement to abolish so-called programme "advertising."—*Newspaper Maker*.

EVERY unbeliever in newspaper advertising should read *PRINTERS' INK*, published at New York. If, after reading it carefully for one year, the merchant has not become converted and experienced a change, then the

Lord help him, for he is lost and doomed so far as suffering humanity has influence. Salvation's free, but the man that indulges in legitimate and reasonable advertising gets the juiciest portion of the salvation.—*Lincoln (Neb.) Up-to-Date Dairyman*.

THE G. J. Johnson Cigar Company, of Grand Rapids, recently placed in an open carriage a man made up to represent Oom Paul, and the likeness was lifelike. Drawn by horses that were gaily bedecked in colors of the South African Republic, on the front seat a liveried coachman, accompanied by a bugler, coming down the street it made an attractive sight. They will use this in introducing on the market a five-cent cigar which will be called the Oom Paul.—*Profitable Advertising*.

It is a pleasure to note that the successful effort of the publishers of the *Evening Bulletin* to give the people of Philadelphia a high-toned afternoon journal has been met by a corresponding measure of public approval. The *Bulletin* easily keeps its gait and place of leadership among its evening contemporaries, notwithstanding strenuous competition. Its average circulation is doubtless treble that of its most advanced rival for popular favor.—*Editorial from the Philadelphia Record of January 3, 1900*.

THE New York *Herald* Company was incorporated at Trenton, N. J., on Dec. 28th with a capital of \$100,000. The object of the company, according to the papers, is "to publish newspapers and magazines." The incorporators are James Gordon Bennett, who owns 994 of the 1,000 shares; G. C. Howland, William Jay, William C. Reick, Eaton S. Drone, and Thomas H. Hamilton, all of New York, and R. W. Candler, of Short Hills, N. J. All of Mr. Bennett's associates in the company are members of the New York *Herald* staff.

A POSTAL card of extraordinary dimensions is being sent out by "Harris, the \$4 Shoe Man." On the side bearing the address is a reproduction in original size of H. B. Martin's cartoon in the *Post-Dispatch* of Nov. 21, showing a disconsolate policeman reading a telegram from Jefferson City regarding the police salary bill. On the reverse side is Mr. Harris' announcement that he is the "shoe-ologist of the police force," and whether the blue coats get their pay immediately or not he will honor an order from their captain for the official uniform shoes at any time. The card is a bright bit of advertising.—*St. Louis (Mo.) Dispatch*.

THE will of Daniel Sharp Ford, publisher of the *Youth's Companion*, filed at Cambridge, Mass., on Dec. 28th, disposes of an estate of about \$2,500,000. The Museum of Fine Arts and the Boston Public Library and the City Hospital are given \$6,000 each; the Y. M. C. A. and the Y. W. C. A. and Massachusetts General Hospital get \$7,000 each; the Boston Children's Aid Society, the Children's Hospital of Boston, \$5,000 each, and the Ruggles Street Baptist Church \$20,000 per year for two years. To the Baptist Social Union \$350,000 is bequeathed. The entire *Youth's Companion* plant, with certain real estate, is left

to the executors, to be administered for the benefit of the Union.

THE Robert Simpson Company, Toronto, advertised eight prizes for the best eight descriptions of their toy department sent in by boys or girls that went to school. There were no other limitations, except as to the length of the story, which they kept down to two hundred and fifty words. Almost from the hour the papers with the announcement left the ink rollers till the eight or nine given days were up, their toy flat was jammed with a crowding, squirming, happy mass of children, each with a note-book and pencil, looking grave and wise, returning frequently to the window where the handsome prizes were shown for inspiration. Over three thousand stories poured in for consideration. Eight happy children received the promised gifts, and a consolation prize in the shape of a coupon, good for 25 cents on any purchase at Simpson's, was sent to the other young literary aspirers.—*Profitable Advertising.*

QUITE TOO SUCCESSFUL.

It was evident that he was in trouble when he rushed into the postoffice and demanded to see Superintendent of Mails Negard. When he found Mr. Negard the trouble was explained. He showed the superintendent a letter. It was apparently in a delicate feminine handwriting and the card of a music house in the city and a bit of striped silk was pinned to it. The letter gently chided some one for not having procured the goods as promised and inclosed another sample for fear the first one had been lost. It also stated that "Aunty" had seen a beautiful mandolin in a music store, the address of which was on the card inclosed, just the thing for a Christmas present. The letter was signed "Affectionately, Your Gene."

"I got that in the mail, what does it mean?" demanded the man. Mr. Negard said it looked like an advertisement for the music store. The man rushed away and returned in a moment with his wife.

"Tell her that," he demanded. Mr. Negard explained to the wife, whose brow was clouded, that the letter was undoubtedly an advertisement.

"I don't believe it," said the woman, "you are trying to shield him. You can't show me another like it."

Mr. Negard admitted that he couldn't. He had had lots of them, for the music company had sent out a large number, but they had all been delivered. Perhaps if she went to the music store she could get one.

"Yes, she came to see me," said the music dealer later in the afternoon, "and I had to show her a hundred of them, all alike, before she would believe that it was a printed advertisement and not a real letter. Why, certainly you can have one, but better be careful your wife doesn't see it."—*St. Paul (Minn.) Pioneer Press.*

SPASMODIC advertising is better than no advertising, but the best results, viewed in any light, come from persistently keeping before prospective buyers the information which interests them.—*Dayton (O.) Journal.*

PATENT MEDICINES IN JAPAN.

In an article in No. 221 of the *Rikugo Zasshi*, quoted in the *British and Colonial Druggist*, Yamagata Tokon discourses on the advertising and sale of patent medicines in Japan. According to the writer, there are at least one hundred quack remedies and cosmetics advertised in newspapers. The advertising mediums are one or two of the smaller dailies, but the names of patent medicines may frequently be seen in the pages of Buddhist magazines. The Japanese names given to the various articles are either made up of names derived from the original foreign name of the article, names based on the disease which the specific is designed to cure, or abstract names describing the general effects of the article recommended. As examples of the latter, Taiyo-gan (sun pills), Taiyo-san (sun powders), Beppin-sui (beauty water), Tekimen-sui (immediate effect water), Kimechinki (skin texture tincture), and Tsuya-king (the chief of gloss-producing cosmetics) are given. The methods of advertising employed are similar to Western ideas, and the practice of offering 5,000 yen to any one who proves the inefficacy of the article recommended is common. In 1896 in Tokyo alone there were registered 1,401 inventors and 5,145 vendors of patent medicines.—*American Druggist.*

DODGER VS. NEWSPAPER.

The dodger, nine times out of ten, stops at the front door, while the newspaper finds its way to the dining room, or parlor, and enters right into the bosom of the family.—*Waterbury (Conn.) Republican.*

THE TIME TO STOP.

When you have made your point clear, then is the time to stop.—*Advisor.*

ILLUSTRATED ADVERTISEMENT.



PRINTER WANTED.

"PROFITABLE ADVERTISING,"
DEC., 1899.

"The Lesson of the Year" in which men prominent in advertising circles tell what, in their respective views, may be learned from the advertising of 1899. These opinions will be epitomized in the next issue of P. I.

A sketch and a few photographic snap shots of the members, offices and business of the Frank B. White Company, of Chicago, the advertising agency that has probably done more to increase the purchase of space in agricultural journals than any other agency. The company attributes its success, says the sketch, to its appreciation of two fundamental facts. The first is the vital necessity of the advertising man keeping in close touch, not only with advertisers and publishers, but with the buyer, the farmer, himself. A study of the farmer and his habits, a knowledge of the conditions in the various agricultural sections, an acquaintance cultivated at close range with the actual farmer and his family, has enabled the company to interest the reader of the agricultural press and to appeal to him. A second factor has been the company's recognition of the necessity for advertisers and publisher to work together. On several occasions the company has given banquets to leading advertisers and publishers in order to bring them into touch with each other, that by an exchange of views and experience they may realize that they hold common interests.

J. R. Mix, advertising manager of *Scribner's*, says there are about 200 men among the agencies doing an amount of work in presenting mediums to possible customers that would be appalling to publishers were they to attempt to maintain a sufficient force to properly present their individual claims to every advertiser who ought to be reached, and that the system of paying agents a fair commission by the publisher he regards as the easiest and most satisfactory way for the agent to obtain his compensation. He sees, however, objections to extravagant commissions and to paying a larger commission to one agent than to another, or to selling space in blocks, so that it may afterward be farmed.

The editor of the American supplement of the *Illustrated London News* ascribes the friendly feeling twixt England and America to the interchange of their respective magazines, the European editions of *Harper's*, *Scribner's* and the *Cosmopolitan* carrying American ideas to Great Britain and the *Strand Magazine*, *Wide, Wide World*, *New Illustrated* and *Illustrated London News* bringing British ideas here. These four latter magazines, he tells us, have an American sale of 347,000 copies, secured without premiums or cut rates. He asserts that such foreign publications will command themselves chiefly to those who have open minds, ready to read "something new," and that this is pre-eminently the class the advertiser wants to reach.

"Why Should General Advertisers Use a Magazine Devoted to Sports?" is propounded by James Shields Murphy, editor of the *Golfer*, Boston, and an-

swered by him because such publications reach wealthy classes.

R. C. Wilson, advertising manager of Frank Leslie's *Popular Monthly*, relates two advertising experiences too long to give here.

"Night Signs of Gotham," being pictures of the large electric sign of Franco-American Soups at Twenty-third street and of Trimble Whisky, at Long Acre Square, the former renting for \$5,000 for three months and the latter at \$4,000 for the same period. The writer relates that McAlpin & Company refused \$1,000 from Heinz & Company to vacate the position one week before their contract expired, that week being the week of the Dewey celebration, but that Heinz succeeded in making an agreement with Franco-American Soups to occupy the sign for the first half of that concern's contract.

"The Copyright Evil," in which amendments to the copyright law are advocated in order to protect publishers against actions for violation of copyright in cases where they print copyrighted pictures sent them by their advertisers.

"The Value of Outdoor Advertising," in which James A. Curran says that with posters the advertiser can order specific portions of the city covered in the case of a small dealer, or in the case of a large one, he is not compelled to pay for circulation in localities from which it is not possible to obtain trade. "Uneeda" is given as an example of what outdoor advertising may do; it is argued that for the money it costs, we can reach more actual readers every day by the poster, wall, or bulletin sign, than by any other known method. "To illustrate the force of outdoor advertising more fully," concludes the writer, "take any city or town where none of the inhabitants know of the show that is to appear in the place next week. The billboards are posted, and inside of three days at the farthest the whole population knows what the coming attraction is to be."

ADVERTISING WORLD,
(Columbus, O.) Dec. 15th.

"Selling Tea" claims that women are the tea people, and that tea announcements should be aimed at them, being inserted in the page of the newspaper which they most prefer. Premiums and sample giving commended.

"Pushing the Soda Fountain" giving examples of the advertisements druggists may use.

In "Originated Premiums" Mr. Theo. E. Payne tells the story of the premium-giving of the F. Middleton Company of Philadelphia, told some months ago in *PRINTERS' INK*.

THEY SHOULD BE IN "PRINTERS' INK."

While advertising ads in magazines may bring results, it looks to ordinary observers as though they had to pay for a good deal of waste circulation.—*Profitable Advertising*.

TOO OFTEN FORGOTTEN.

Get your advertisement right before spending money for printing it.—*Advertiser, New York*.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—Psalm cxvi., 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming from HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

CONNECTICUT.

Hartford (Conn.) *Globe* (3).—The circulation of the *Sunday Globe* is 8,000 copies. It has a larger circulation than any other newspaper in Hartford, except one, and it is going to have a larger circulation next year than ever before. The *Sunday Globe* goes into 8,000 homes and is read the whole day long.

FLORIDA.

Tampa (Fla.) *Florida State Republican* (3).—The *Florida State Republican* is the best advertising medium in Tampa. It is more anxiously read by all shades of political belief, and thoroughly criticised by the intelligent masses, whose judgments are worth quoting, than any other local publication. Instead of being thrown around the streets, yards, by-ways and hedges, it is delivered by carriers directly into the hands of its subscribers, and becomes at once a household word. We shall labor to make it worthy and welcome into all families, as it contains a class of reading matter found nowhere else among the prints of this city. It is admirably adapted to all classes and conditions of people.

INDIANA.

Indianapolis (Ind.) *Farmers' Guide* (3).—If you want to reach people who pay in advance for their farm papers you should use some space in the *Farmers' Guide*. It is the only farm journal in Indiana that does not have a delinquent subscriber on its lists. During July, August, September and October our total issue amounted to 425,410 copies, or a weekly average for these months of 26,588 copies. Our rates are low for proved circulation. We guarantee and prove a weekly average of 25,000 copies. If you have anything to say you can say it to this number of farmers at small cost. If we cannot furnish positive proof that you reach this number of homes with the advertisement, the space costs you nothing.

Indianapolis (Ind.) *News* (3).—The *News* to-day is probably giving its advertisers more for their money than any other medium in the West. It prides itself on having but one rate for all advertisers, and it gives to them a rate card, established at a time when the circulation of the *News* was 28,000.

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

whereas now the *News* has a daily average paid circulation in excess of 41,000.

IOWA.

Des Moines (Iowa) *Christian Index* (2).—The *Christian Index* is the official organ of the Church of Christ in this State, and is the only weekly religious paper published in this city. We have over 56,000 members in Iowa alone, 4,000 of whom are in this city. We have now a circulation of 5,000, of which 3,500 are actual subscribers on our books. We have just merged into a stock company, and thereby materially increased our capital and facilities. We are preparing to double our subscription list in the next sixty days. We present unusual advantages to advertisers who wish to reach the better class of people.

Des Moines (Iowa) *Homestead* (1).—Indications are that advertisers will not in future submit to the circulation frauds that have been perpetrated upon them in the past. The *Homestead* is the only agricultural paper in Iowa that tells its advertisers every week just what circulation they are getting for their money. No other agricultural paper in Iowa pretends to let advertisers know its actual circulation.

KANSAS.

Topeka (Kas.) *Semi-Weekly Capital* (1).—The *Kansas Semi-Weekly Capital* has the largest circulation of any newspaper published in Kansas, and more than double that of any weekly paper. It is the farm and family newspaper of Kansas, and is read by the successful and prosperous farmers in every part of the State. In these times the weekly newspaper is too slow for the up-to-date, progressive farmer. In Kansas there are 477 "star" routes to points remote from the railroads, where mails are delivered but twice a week. At such postoffices the *Semi-Weekly Capital* makes it possible for the patrons to receive with each mail a complete newspaper, with the news of the world while it is fresh and interesting, at the cost of an ordinary weekly paper. The *Semi-Weekly Capital* reaches over 1,600 postoffices, and every county in the State of Kansas. For agricultural advertisers it is the most profitable medium that can be used to reach the farmers of Kansas.

MINNESOTA.

Minneapolis (Minn.) *Svenska Amerikanska Posten* (2).—The fact that thousands of dollars are thrown away daily in advertising in all lines of business, by not knowing the right mediums to use, it may be of special value to all local and foreign advertisers, who desire to reach the 40,000 Scandinavian readers of this rich and prosperous sec-

tion of the great Northwest, that the *Posten* is by far the best of all mediums to do this with. No other Scandinavian paper so thoroughly covers every Northwestern State, every week; no other paper finds so warm a welcome in the homes of its readers; no other paper so completely fills the wants of its readers; no other paper in the whole Union enjoys the perfect confidence of its subscribers, as does the *Posten*.

St. Paul (Minn.) *Odd Fellow Review* (2).—We cover Minnesota and the Northwest better than any publication in this section. There are more than 200,000 Odd Fellows in this field. They all see the *Odd Fellow Review*.

NEW JERSEY.

Dover (N. J.) *Index* (3).—The best paper from an advertising standpoint is the paper that reaches the largest number of every-day ordinary people, and the *Index* is the bill to a nicely with its circulation of over 4,000 copies per week.

Paterson (N. J.) *Guardian* (3).—Under new management, with an increasing circulation, bright, newsy, and reaching people with money to spend, is the best advertising medium in Paterson.

NEW YORK.

New York (N. Y.) *Criterion* (3).—The quality of the subscribers to the *Criterion* makes it the best advertising medium for financial notices, banks and trust companies. Publishers can find no better medium to reach the best readers than the *Criterion*.

New York (N. Y.) *Hardware Dealers' Magazine* (1).—The circulation guaranteed its advertisers is 10,000 copies each issue—the actual circulation during the past year has exceeded that figure; the excess in itself being equal to the circulation of several trade journals. The advertising rate per page, based on its guaranteed circulation (excess thrown in for full weight) is \$3.75 per thousand copies—each copy goes to a buyer, no returns or exchanges counted in the circulation. The quality of the circulation of the *Hardware Dealers' Magazine* consists in that it is read by the largest buyers of hardware and kindred lines in America.

New York (N. Y.) *Times* (1).—There are no news-stands in the metropolitan district where the sales of the *New York Times* are not a cause of astonishment to the newsdealers, who had come to think that it was not possible for a newspaper of high standard to have a large circulation. It is a simple matter to ascertain the truth of the statement that the *New York Times* leads in circulation in the best residential districts. Visit any newsstand—your own, for example. The information gained may amaze you; but upon it you will doubtless conclude that the *New York Times*, considering advertising rates, character and extent of circulation, is one of the best advertising propositions in America.

WASHINGTON.

Sedro-Woolley (Wash.) the *Skagit County Times* (1).—Is the largest country paper with the largest circulation in this part of the Northwest. It goes into the best homes in Skagit County and is read by upwards of 10,000 persons each week. It is a broad-gauge, independent Republican, up-to-

date newspaper of prestige and popularity. It is printed on material that is paid for and in the best equipped and handsomest country printing establishment in the State of Washington. The *Times* stands on its merits as a newspaper.

WISCONSIN.

Waupaca (Wis.) *Post* (3).—The *Post* has a larger circulation in the territory immediately contingent to this city than any other newspaper published, the statement of certain competitors to the contrary notwithstanding. Advertisers who desire to ascertain the truth are cordially invited to drop in and look over our subscription books, at any time. The *Post* sends more papers to each postoffice within a radius of twenty-five miles of this city, New London excepted, than any other paper, with the possible exception of Manawa, Iola and Weyauwega, where local papers are published, and in those towns it sends more papers than all the other outside papers in the county combined.

ONTARIO (CAN.).

Ottawa (Can.) *Journal* (1).—The *Journal* is a clean, well arranged, well printed and strong local paper, bright, progressive, original and enterprising. In politics, as in everything else, the *Journal* is thoroughly independent. It carries the largest amount of local advertising and its standing in the city and the Ottawa Valley is unapproached. It circulates freely among the industrial and commercial classes, as well as the people at large, and its influence is acknowledged as a leading factor in all that concerns the well-being of the community. The circulation is larger than any other paper in Ottawa, and larger than the combined morning and evening issues of any such paper. Being sworn to and capable of the clearest proof, the *Journal*'s circulation is a matter of positive certainty. The advertiser knows exactly what he pays for. The Ottawa Valley *Journal* is the semi-weekly issue of the *Daily Journal*, and its circulation is also sworn to—no doubt or uncertainty about it. We confidently believe that its subscription list doubles that of any other such paper published in Ottawa. It circulates chiefly within a radius of 100 miles of the city and among people whose center of business is the city. In addition to the current news of the day brought right up to the moment of printing, each issue contains matter specially prepared and of particular interest to the agricultural and other rural industries. The paper has grown to its present important and influential position among the country population on its own merits. It is still growing and expanding in usefulness rapidly. For business appealing to the farmers and country residents it is undoubtedly the most effective of any such publications reaching the Ottawa Valley.

QUEBEC (CAN.).

Montreal (Que.) *Trade Review* (3).—All the advertising space in the *Trade Review* is sold on the distinct guarantee that its average circulation exceeds that of either the *Journal of Commerce* or any other trade paper published in the metropolis of Canada.

PRINTERS' INK.

A LETTER FROM SANTA.

Editor of Printers' Ink:

About four weeks before Christmas a large department store in Boston sent out the following sealed type-written letter to primary school children in the surrounding cities and towns:

NOVEMBER 20, 1899.

My Dear Little Friend:

Another year has almost rolled around since I have seen you, but nevertheless, I have been watching you all the time. Having decided to make a little change in my arrangements this year, thought I would write you all about it, feeling sure that you would like to know what Old Santa is doing.

Well now, as you are aware, I have appointed Houghton & Dutton as my only authorized agents, and have made my headquarters at their store for many years. I find it so convenient to meet my little friends there, that this year I have concluded to move my workshop to their establishment. You can call and see me any time now, as I am there in the midst of my workshop, together with my assistants, making various kinds of toys, and you can give your orders direct if you wish.

I have with me, as usual, my team of deer and sleigh laden with dolls, carriages, sleds, carts and all kinds of pretty toys and games, as well as all of my pet animals, which are known as Santa's "Happy Family" or zoo. Have received permission from Admiral Dewey to exhibit the cub lion "Chichester," which was given to him and taken on board the Olympia as its mascot.

Come early in the season and I can then give you more attention. Take elevator for the third floor and I shall be sure to see you except when I am at dinner, which is from twelve to one o'clock every day.

Bring as many of your little friends as you wish, as Santa loves all the little girls and boys. With lots of love,

From Dear Old SANTA CLAUS.

A communication direct from Santa Claus was an exciting event to every recipient, and he or she did not fail to inform every member of the household, and to specify the name of the store where Santa was. Many children went to see him and told the neighbors where they had been, how they had seen Santa Claus, actually shaken hands with him, told what

they wanted and received his assurance that they would get it.

ALBERT W. DENNIS.

THE AGENTS' ADVOCATE.

Office of

"THE AGENTS' ADVOCATE,"
RACINE, WIS., DEC. 28, 1899.*Editor of Printers' Ink:*

We feel a bit provoked at the headlines given our letter which you published in Dec. 27th issue of your paper, "Who Ever Heard of the Agents' Advocate?" The following advertising agencies, well known to the entire fraternity, "have heard of the Agents' Advocate," as they have placed contracts with us during the past few months: Chas. H. Fuller Advertising Agency, E. F. Draper Advertising Company, J. Frank Hackstaff, Geo. G. Powning, Guenther & Bradford.

The following, all extensive advertisers, have heard of the *Agents' Advocate*, as they have used its space and almost without exception, now have "tf" contracts with us: Royal Manufacturing Company, Detroit, Mich. (the largest agency house in the world); Columbia Phonograph Company, Hammond Typewriter Company, Zeigler, Wilson & Co., Paine Manufacturing Co., National Medicine Co., Robinson Thermal Bath Co., American Tea Co., Manufacturers Supply Co. and others. The fact is, we have the best paying advertising proposition in the country, and shall continue to do business and to sell space upon the plan of no proof no pay.

Yours,
AGENTS' ADVOCATE.

ORIGIN OF ORIGINALITY.

The reason there is so little originality in the world is that ninety-nine per cent of the people see things as they have been led to see them. The hundredth man is a stronger character, or has stronger mental vision, and so sees those things for himself and from his own view point. The adwriter can be as original as the poet or painter if he will give his originality a chance. If he will use his own eyes for seeing the goods he is going to advertise and then forget that anybody else ever wrote an ad about such goods the probability is that he will say something that never was said before. We don't say this is the surest way to make a business bringing ad; it is merely the way to make an "original" one.—*Brains*.

AT THIS OFFICE, 10 Spruce Street, New York, the Geo. P. Rowell Advertising Agency keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to receive and forward advertisements at the same rate demanded by the publishers and is at all times ready to exhibit copies and quote prices.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

WE'LL help you save money; you'll help us gain space.

THE sort you want is the best, and that sort is our sort.

A FEW waifs from our immense aggregation of values.

WE believe in the people and the people believe in us.

WE know just about what boys need—got some ourselves.

MERCHANDISE bargains—never "bargain" merchandise here.

A CORPORATE's guard of values selected from a regiment.

WE count the man with the modest purse our star customer.

QUALITY, style and low prices are inseparably linked here.

FALL styles in shirts. Bring your necks, we will do the rest.

OUR stock is fresh and unbroken; come in and help break it.

CORRECT styles cost no more here than past ideas in many other stores.

IT is the cautious people we are after; those who know a big dollar's worth.

THE popularity of this sale is like a rolling snowball—increasing as it goes.

WE don't give you something for nothing, but we do give you the choice of the finest clothing in the city.

IT's a straight, downright sacrifice, in order to accomplish a specifically desired object. We need the room.

WANAMAKER styles are largely exclusive styles. But the Wanamaker stock is inclusive in the widest sense.

OUR overcoats are the best. You cannot get better, but you can pay a great deal more for not half as good.

THE foregoing is merely a hint. Every added dime you care to spend commands added beauty and quality.

TOO BAD the list must be curtailed. We could print a hundred times as much and not exhaust the economics.

SOME advertisements remind you of an empty wagon going down hill—the lighter the load the greater the noise.

THE real difference between our clothes, and those produced by "swell tailors" is 33 1-3 per cent—nothing else.

WE sell nothing but the purest—that policy is never relaxed. Our prices are always the lowest—that policy never varies.

FOLKS turn round on the street to look at our clothing; it isn't, so far as etiquette goes, an act of good taste, but it shows an eye for the artistic.

THE stock is large enough to stand a rush, and the clothing is strong enough to stand both rushing and romping after the boy gets inside of it.

SNAP your fingers at Jack Frost after you have supplied yourself with a suit of the mercerized silk striped underwear we are showing for 50 cents.

As the oak grows this business has grown—not in a week, not in a month,

but through nearly forty years; steady and sturdy, with reliability, vigor, efficiency, honesty branching out in all directions.

EVEN if no higher motive controlled, our estimate of your intelligence would forbid us from depending upon indifferent qualities, meagre quantities and a tremendous amount of fustian to win your favor.

WE don't know how many future Presidents, admirals and generals we are clothing when we sell goods for the boys, but we take the same pains with juvenile clothing as if our boy customers had already made their mark.

OUR "flexible" derby fits your head as well in the morning as at night, as well when you're pleased with yourself as in your modest moods. It fits a long narrow as well as a broad head; it fits any head, for it's self-adjusting.

WE picture their beauty as accurately as descriptions can picture it. But types are insufficient—they have no shimmer, no glitter, no iridescent sparkle and twinkling brilliance. You must see the goods to appreciate their richness.

WHY buy hats here? Because we sell the exact blocks and qualities from 50 cents to \$1.50 less than exclusive dealers charge. The tone, air and general excellence of our hats and their hats are identical. The only difference is in the price.

DON'T pass the present display because you are not ready to buy. This is seeing time. The autumn effects are on view. They are here for your pleasure and in your interest. Of course, you'll need one soon. When the time comes, remember Macy's.

ALL these must go—not because they are not each good, reliable articles, neither old style nor damaged—not even shop worn. Why, then? Just this: We must have room for new goods, even now on the way from the factories—only this—nothing more.

CAREFUL analysis shows that these garments contain 60 per cent of wool on the inside and 40 per cent cotton on the outside. This blend of the two fibres removes all possibility of shrinkage. However, the quantity will shrink fast enough at the price—39 cents.

NEAT neckwear marks the man of taste. A well-dressed neck has its compensation. It helps to stamp the man. You may count on him being tidy and orderly. Not finicky or over-nice, but systematic and careful. A clumsy, slouchy, soiled tie is a positive hindrance to getting on in the world.

Or course if you want any kind of a suit, why any kind of a store is the place to get it. Drop into any of the shops handling a diversified stock of merchandise, including clothing. Ask the "manager" of the clothing department for a bit of information concerning woolens. For example, ask him the difference between a tweed and a cheviot; why some worsteds shine and others don't; how clothes are sponged, etc. Simple knowledge, but he can't tell you; wouldn't be in a dry goods house if he could. Come to our store. We'll tell you all about it. Maybe you'll buy—maybe not.

EIGHTY YEARS AGO.

One man asked in the *Greenfield Gazette*, eighty years ago, in big type: "Who will earn his bread by the sweat of his brow, when a fortune may be made in a day by purchasing a ticket at Newell's Lucky Lottery office?"—*E. B. Lyman.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

JOBI printer, up-to-date in style, wants place. "F., Printers' Ink."

WAnt correspondent wants to represent one or more papers in South Africa. "BOX F," Connersville, Ind.

WANTED—Advertising novelties, specialties and mail order goods. JOHN McGEHEE, Shawnetown, Ill.

HALF-TONES (quality guaranteed), one col. \$1; $\frac{1}{2}$ doz. \$5. Two col. \$2; $\frac{1}{2}$ doz. \$10. Larger, 10c. per square inch. Send good photos BUCHER PUBLISHING CO., Columbus, O.

JOBI compositor wanted—one who has had experience in setting and designing advertisements on high-class trade publications. Must be first-class. State salary and experience. Permanent position to right man. JOURNAL PUBLISHING CO., Troy, N. Y.

ARTIST and lettering designer with wide experience in advertising work and practical knowledge of engraving, printing, lithographing and sign painting, desires position. Money saver for extensive advertiser. Half time proposition considered. "AD-ARTIST," this office.

ORDERS for 5-line advertisements 4 weeks \$10. In 100 Illinois newspapers: 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

ADDRESSES AND ADDRESSING.

1900 CITY DIRECTORY. Over 1,400 names. Price \$1. JOURNAL, Rensselaer, Ind.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailer, pat. Jul. '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

SIGN ADVERTISING.

SIGNS that sell goods. The kind we make. Samples free. RONEMOUS & CO., Balt., Md.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

CIRCULAR ADVERTISING.

SPECIAL lists of responsible condensations of manufacturers, jobbers, retailers, investors, etc. BOYD'S CITY DISPATCH, 16 Beckman St., New York City. Catalogue sent on application.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued December 1, 1899. Price five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

HALF-TONES, zinc etching, stock cuts, electrotyping and stereotyping. Correspondence solicited. STANDARD ELECTROTYPE CO., Wilmington, Del.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

SPECIALTIES FOR PRINTERS.

ALUMINUM CASES, with patent spring for unperforated cards; aluminum folding blotters, memorandum pads and erasible tablets. All can be used for newspaper premiums or adapted for advertising purposes. Samples of all postpaid, 10 cents. MASSACHUSETTS PUBLISHING CO., Everett, Mass.

BOOKS.

JUST published—**NUGGETS**—A mine of rich advertising treasures—by the author of "Help Over Rough Places." Thousands of Snappy Headlines, Catchy Phrases, Bright Sayings, Holiday Headlines, Selling Arguments, etc.; adapted to every line of business; one of the brightest works ever published in the interest of the merchant and advertiser; it will save you time and worry; in fact, make advertising a pleasure to you and profit to your business. \$1.00 per volume. Address E. J. SALT, Adv. Mgr. F. & R. Lazarus & Co., Columbus, Ohio.

FOR SALE.

FOR SALE—Live, flourishing trade paper; fine field; splendid condition and prospects. Buyer must have \$8,000 to \$10,000 cash. Address "BUSINESS," Printers' Ink.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

NEWSPAPER BARGAINS.

A BIG money making daily and weekly in Idaho. \$6,000—\$2,500 or more cash. Owner has enough \$3 and wishes to retire.

\$4,000—large part cash—buys a Republican daily and weekly in Indiana. Good business.

\$1,000 buys one-half interest in daily and weekly newspaper in Illinois. Splendid business. Will sell all for \$9,000. Owner prefers a reliable partner.

\$2,000 buys a monthly poultry journal making over \$1,000 a year. Good property for a job printer or publisher of other papers.

\$1,750 buys a good weekly property in Oregon—\$700 or more down.

Great chance in Oregon for a man with \$6,000 or more.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them.

C. F. DAVIS, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties, 25 years' experience.

SELLING PUBLISHING BUSINESSES.

TWO years ago I opened offices in New York to handle publishing property. To sell a paper to the best advantage by bringing it to the knowledge of the right party in the right way, and at the same time help the buyer get what he really wants.

It works well. My services are highly valued by both sellers and buyers. Have sold papers from Maine to California for from \$1,100 well up into six figures, and I think every one who has bought or sold through me is well satisfied to come to me again for similar service.

My knowledge of publishing values and principles gained from successful experience as founder of a prominent general newspaper and such trade papers as *Power* and *The Street Railroad Journal*, enables me to grasp the strong points of each property and to put it from the buyer's point of view without the disadvantages under which the owner labors in trying to sell his own publication. Am in touch with many interesting buyers, deserve their frankness and know what they want and can pay for.

Correspondence is sought with such owners as will give me their confidence and deserve mine. References besides mercantile agencies upon application. EMERSON P. HARRIS, 150 Nassau Street, New York.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 553 Greenwich St., N.Y.

ADVERTISING NOVELTIES.

CLASPS to save postage. CHICAGO ENVEL. CLASP CO., Buchanan, Mich.

TRICYCLE wagons for merchants, \$10; lettered to suit. ROADSTER SHOPS, Camden, N.J.

FOR the purpose of inserting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 5 lines will be inserted under this head once for all.

WE are constantly producing new ideas in advertising novelties. Our special aim is to combine merit and low cost. Write us. THE WHITEHEAD & HOAG CO., Newark, N.J. Branches in all large cities.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

NICKELL MAGAZINE guarantees its circulation claims under a \$1,000 forfeit.

40 WORDS, 5 times, 25 cents. ENTERPRISE Brockton, Mass. Circulation exceeds 6,000.

A DVERTISERS' GUIDE, Newmarket, N.J. 9c. a line. Circ'n 4,500. Close 24th. Sample free.

G E N E R A L I N F O R M A T I O N, E. Binghamton, N.Y., 10c. line; circ'n 5,000; close 24; sample free.

M A I L - O R D E R JOURNAL, Chicago, Ill.; 6,000 monthly; rate, 20c. a line; sample copy, 5c.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

NICKELL MAGAZINE, ad rates, 30c. agate line; \$50 page; 15, 10 and 20 per cent dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

T HE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

A DVERTISE in the NATIONAL FARM JOURNAL, if you want to reach that people. 30 words 25 cents. Over 50 words 5c cent per word each insertion. NATIONAL FARM JOURNAL, Shawnee, Ill.

T HE NATIONAL BUILDER, Profitable medium for articles used in construction or decoration of buildings or tools used by building trades. 7,500 guaranteed. Address N.Y. Office, 26 W. Broadway.

H ARDWARE DEALERS' MAGAZINE. Exceeds 10,000 every issue. Three hundred regular advertisers. DANIEL T. MAJELLA, Publisher. Broadway and Murray St., New York City.

A BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

C HAS. H. FRYER—A "Resultful" name.

4 RETAIL ads, \$1; new customers. AD BUREAU, Box A, Farmington, Maine.

C HAS. H. FRYER, Resultful Advertising, 540 and 642 Ellicott Square, Buffalo, N.Y.

O NE ad \$1. Booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

S NYDER & JOHNSON, advertising writers and agents. Woman's Temple, Chicago. Write.

T HE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

I F it's a stock letter, a folder, a booklet or a batch of brief ads you want well worded, I'm your man. JED SCARBORO, 20 Morton St., Elkton.

S TRONG little ad bargain. Cut this out and send \$2 and I'll write you 6 of the ads I get in the series for. GEORGE H. HAYWOOD, 8 Amity St., New London, Conn.

I AM particularly well fitted to write advertisements which appeal to women. I have samples of advertisements and booklets of this character. Ask for them. GEORGE HENRY SMITH, Box 2616, New York City.

B OOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other firm in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

D ONT think, because my advertisement has not appeared in PRINTERS' INK until recently, that I am a new man in the advertising field. On the contrary, I have had years of experience and successful work, and number among my customers some of the most prominent and prominent advertisers in the country. I have always refrained from general advertising of myself until I had made my reputation synonymous with "resultful" service. To-day I doubt if there is any one who stands better with his clients than I, or who can point to a better record. I write, illustrate and, if desired, print advertising literature of all kinds. Some of my magazine designs have been widely talked of; my newspaper advertisements and booklets have been much noticed and I am anxious to get in touch with any advertiser who asks for it on his letter-head, and who is willing to pay a fair price for service at least as good as can be bought from any living advertising man. CHAS. H. FRYER, "Resultful" Advertising, 540 & 642 Ellicott Square, Buffalo, N.Y.

MODERN WOODMEN OF AMERICA,
FRATERNAL AND BENEFICIAL SOCIETY,
ROCK ISLAND, Ill., Dec. 30, 1899.

Editor PRINTERS' INK, New York City:

For years whenever I have wanted some particular article, or by publishers, I have turned to the "Little Schoolmaster" and found it, but at last I have failed to find what I am looking for.

The Royal Neighbor, a woman's publication, same size as the *Youth's Companion*, with a circulation of 90,000 copies monthly, desires to make contract with some firm for furnishing self binders for their paper. Why do we not find an advertisement of such manufacturer in the columns of PRINTERS' INK? Can you give me the address of some person who would supply me? Yours respectfully,

V. O. VAN GELDER,
Editor *Modern Woodman*.

Try Wm. G. Johnston & Co., Pittsburg, Pa.

This letter is a proof that the classified advertising in PRINTERS' INK is read.

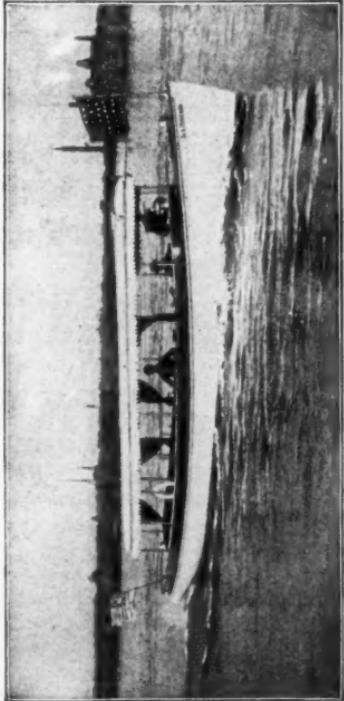
It is bargain advertising—cheap and effective.

The cost is 25c. a line. Address

PRINTERS' INK,

10 SPRUCE STREET, NEW YORK.

High-Grade
STEAM
AND GASOLINE
Yachts and
Launches



50 FOOT GASOLINE LAUNCH. SPEED, $12\frac{1}{2}$ MILES PER HOUR.

We build everything from a 20 foot Launch to a 150 foot Steam Yacht and guarantee superiority. We offer you the results of years of practical, successful experience.

Our $20 \times 5\frac{1}{2}$ foot
Special Family Launch.

24 H.P. Siamese Engine.



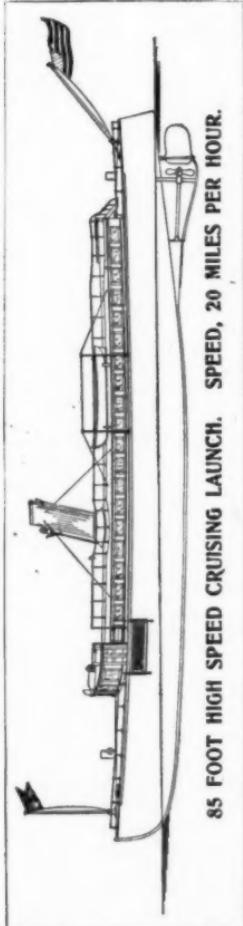
2 1/2 H. P. ~~Electric~~ Engines.

Seats 10 People.

Complete, \$375.

"OUR SPECIAL FAMILY LAUNCH."

We carry in stock launches from 20 feet to 50 feet.
High Speed Steam and Gasoline Launches.
 Gasoline Marine Engines, 2 to 60 horse power.



85 FOOT HIGH SPEED CRUISING LAUNCH. SPEED, 20 MILES PER HOUR.

Send
for
Catalogue.

MICHIGAN YACHT & POWER COMPANY

Works and Docks:
Jefferson & Baldwin Aves.

Detroit, Michigan, U. S. A.

Down Town Office:
99 Woodward Avenue.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

33 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

33 Being printed from plates, it is always possible to issue a copy of five hundred copies for \$30, or a large number, at the same rate.

33 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

33 If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, JAN. 10, 1900.

THE things which no man can advertise successfully are the undeserving things.

AFTER the Third Sugar Bowl has been awarded, the Little Schoolmaster will give another, the fourth, to that daily in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be to obtain an enviable distinction.

THE editor of *Hide and Leather* made an excellent speech before the Chicago Press Association on Dec. 29th, of which the following extract deserves constant reiteration to business men:

He is a poor manager who does not so arrange his affairs that he may leave them for intervals with impunity. One thing is certain—if a man does not get away from his business from time to time it will get away from him.

THE publishers of *The Smart Set*, a new metropolitan monthly which is to see the light on March 1st, purpose to send 200,000 of the first copies to people of wealth and position in North America, and "to the leading physicians in every city, town and hamlet." These latter copies, they explain, "will generally lie on the table in the patients' waiting-room, and are likely to be looked over during the month by an average of fifty persons for each copy."

THE advertisement that claims the most frequently convinces the least.

THE daily paper visits all classes, from the poorest to the wealthiest.

IN the face of the fact that it appears to be possible to secure testimonials for any article, no matter how poor it is, is it probable that testimonials are retaining their value?

A MAN does not need to know all about the natural history of an article in order to write a good advertisement of it, but he does need to know all about its common, every-day uses. The professor of geology, for instance, can tell you more about coal in a minute than you could learn in twenty years—all about its formation, geological epoch, etc., but it takes the skilled advertisement writer to find out the properties of coal that will make it a desirable purchase to the hard-headed business man.

THE kind of advertising that pays is the kind that gives evidence of brain sweat in the construction of the same.—*Mt. Vernon (N. Y.) Argus.*

THE kind of advertising that pays may be the kind into which "brain sweat" has been put, but it never is the kind which "gives evidence of brain sweat in the construction of the same." The best business announcements are those whose production has cost great thought and effort but which, nevertheless, read so smoothly that it seems that they had flown unconsciously from the adwriter's pen.

THE *Pacific Editor* is one of the brightest, if not the brightest, of those "PRINTERS' INK Babies" that are devoted to the interests of local newspaper men. It is printed monthly at Stockton, Cal., and contains real news items about the newspaper men of California, Arizona, New Mexico, Washington and Nevada, as well as sketches of prominent local journalists. A Stockton humorist contributes a page of fun and puns. There is an air of vitality about the publication that is often lacking in periodicals of its class.

THE printing of magazine advertisements in colors promises to be a development of the near future.

THE big announcement that costs ten times as much as the small, is likely to give twenty times the amount of returns.

THE General Passenger Agent of the Saint Paul & Duluth Railroad sends his ticket agent friends the following greeting:
 May your sorrows pass as quickly as our speedy "Day Express;"
 May you all the solid comforts of our "Limited" possess;
 May your line of life be longer than our short and easy route;
 May you prosper as our line has done;
 may all your "specs" pan out;
 And, when your run is finished, may your home be up on high
 Where you'll fear the heat no more than at our northern termini.
 Meantime, may every year that comes surpass the one just flown.
 And when you're routing passengers remember

C. E. STONE.

THE latest PRINTERS' INK baby is called *The Rhode Island Advertiser*, and is published in Providence, by J. S. Grisinger, of the Francis Building. It comes out every Monday, costs one dollar a year and consists of four pages, with nothing particularly interesting about it. Its principal object in life appears to be to say "nasty things" about the Providence *Telegram*, and to laud the Providence *Bulletin* and *Journal*. It is not believed that the appearance of the *Rhode Island Advertiser* upon the scene will cause the *Telegram* to be discontinued.

ONE never knows just in what place an advertisement may strike, as witness the following from the Niagara Falls (N. Y.) *Gazette*:

Yesterday a man walked into Walker & Paterson's hardware store and took from his pocket a letter. He opened it and produced a clipping from the Niagara Falls *Gazette*. The clipping was a copy of a recent ad of Walker & Paterson in which some bargains were quoted. The gentleman said his wife was visiting in a distant city, 600 miles away, and that a copy of the *Gazette* fell into her hands. She intended to do some Christmas buying and Walker & Paterson's ad caught her eye. The prices quoted were lower than she could get in the big city and she immediately wrote to her husband in this city, directing him to make some purchases and inclosing the clipping as a guide.

If *Profitable Advertising* for December is a fair example of what the readers of PRINTERS' INK's Boston contemporary may expect this year, there certainly will be no reason for complaint.

IN *Profitable Advertising* Mr. James Shields Murphy, editor of the *Golfer*, Boston, talks of himself as follows:

I have a fad, and this is advertising. I eat advertised foods—they are the best; I drink advertised drinks—there may be others as good, but I have the advertiser's guarantee that they are the best, which suits me. I wear advertised underwear; I wear advertised outer clothing from head to foot, and inclose the pedal extremities in a pair of advertised shoes, and the cranium is covered by an advertised chapeau.

ON January 2d the *Evening Bulletin*, of Philadelphia, published a detailed annual statement of circulation for the year 1899, which showed that the *Bulletin*'s readers had constantly grown in number. In the first month of the year that had just passed, the daily average was a little more than 100,000, and in its closing month the average had reached 116,055. The average for the entire year was 112,971 copies a day. The figures are peculiarly gratifying to the *Bulletin* in that they maintain the great advance of circulation in the year 1898, which was phenomenal in newspaper history by reason of the demands of the reading public consequent upon the Spanish war.

THE *Connecticut Magazine* is a handsome monthly published at Hartford, Conn., at one dollar a year, "devoted to Connecticut in its various phases of history, literature, picturesque features, science, art and industries." It is excellently printed and illustrated and apparently well calculated to interest the class for whom it is designed. The American Newspaper Directory accords it a J K L (less than 1,000 copies) circulation. In a circular just issued in connection with an advertising contest a "guaranteed circulation" of 12,000 is claimed, with no indication, however, whether this is intended to designate the output for an entire year or for a single issue. Space on yearly contracts is quoted at \$20 a page per issue.

ONE good point of an article constantly reiterated will often sell the article, when a categorical explanation of all its advantages may fail to make an impression.

THERE must have been a revolution in the office of the *New York Herald* recently. An advertiser who occupies a double column does not now have to pay double price if he asks to have the column rule lifted out.

HITHERTO *Appletons' Popular Science Monthly* has been adapted mainly to the tastes of the small class specially interested in scientific investigation, and its price has been kept beyond the reach of the general public. The publishers now see a larger field for the publication, and will introduce into its pages articles from the ablest scientific writers on subjects of vital concern to all thinking people. They intend that, while sound and reliable, it shall also be as timely as a newspaper, giving scientific facts bearing upon daily affairs that every professional man, every trader, every manufacturer, every housekeeper even, ought to know. At the same time the price per copy will be reduced to 25 cents.

MR. MUNSEY, in his booklet No. 2, seems to be preparing the way for abandoning his advanced position and adopting the more successful method of getting advertising in use by Mr. McClure. McClure has always told the facts about his circulation, Munsey has always concealed them, but recently Munsey has come over to McClure's way. McClure allows a commission to advertising agents, Munsey does not. McClure gets two pages of advertising to Munsey's one. Munsey is on that account considering the propriety of adopting McClure's more honorable plan. "It is up to the advertiser to determine what course I shall follow," says Munsey in his Booklet No. 2, and in a preceding paragraph he says: "I may be wrong. If I am I want to know it." Well, the fact is Munsey is wrong and he ought to know it. He is not only palpably wrong but also stupidly.

MR. CURTIS, of Philadelphia, who has made a lot of money out of the *Ladies' Home Journal*, and notwithstanding all that has been said in PRINTERS' INK about the decadence of the weekly, is cheerfully attempting to blow it in in establishing the *Saturday Evening Post*, has shown to the Little Schoolmaster that the sales of the *Saturday Evening Post* to news companies since July have steadily grown from 22,000 to 104,250 for the third week in December. For the week ending December 16th, 1,683 yearly subscribers sent in their money. The next week 3,325 did the same and the number that will be reported for December 30th will be a good deal larger than either. Mr. Curtis optimistically adds that all this success has been accomplished at an expense for advertising of certainly not over \$300,000. His present sales to news agents and to yearly subscribers who have paid in advance are already a trifle over 200,000 copies, and the cost of obtaining these by advertising has not exceeded \$1.50 each.

In St. Louis there is published every fortnight a German periodical of forty-four pages, ten by thirteen inches, selling at \$2 a year, called *Die Abendschule* (The Evening School) that is perhaps as representative a publication printed in a foreign language as can be found in the United States. It is excellently printed and illustrated, and gives attention to current events in the same manner as the department "The Progress of the World" in the *American Monthly Review of Reviews*, in addition to short stories, articles and such other miscellany as is found in similar high-class magazines. In 1895 the *Abendschule* had 29,500 circulation; in 1896 the number had increased to 38,654; in 1897 to 41,346; in 1898 to 45,846. Its strongest hold is said to be among the Lutherans, PRINTERS' INK having heard it stated that many of its subscriptions have been solicited by Lutheran ministers. Advertising space may be purchased at 20 cents a line, with no discounts for time or space—less than half a cent a line per thousand circulation.

THE TIME WAS TOO SHORT. THE CUMULATIVE EFFECT.

Office of
"THE NEWS."
JOLIET, Ill., Dec. 27, 1899.

Editor of PRINTERS' INK:

During December our weekly newspaper announced to its readers that it would give a \$5 gold piece to the person living the greatest distance from Joliet who bought during that month a bill of goods amounting to \$5 or more, of any merchant advertising in its columns. The *Weekly News* also offered \$5 in gold to the

\$10.00 IN GOLD GIVEN AWAY

THE JOLIET WEEKLY NEWS will make a New Year's gift of \$5 to the person living the greatest distance from Joliet, who buys during the month of December, 1899, goods amounting to \$5 or more, from any merchant advertising in its columns during that month. All you have to do is to get the Joliet merchant from whom you buy to fill out and sign one of the coupon blanks. Bring or send it to The News office, and on January 1 these slips will be sorted out, and the \$5 sent to the party found to live the longest distance from Joliet.

THE JOLIET WEEKLY NEWS will also give \$5 in gold to the person buying the LARGEST BILL OF GOODS during the month of December from any merchant advertising in this paper during that time, no matter where they live. Get certificate from the merchant, same as explained above.

JOLIET IS THE BEST PLACE IN THE STATE TO
DO BUSINESS. WE PURCHASE CASH, BIMMER,
STOCKS AND SELL AT CLOSE PRICES.
IT WILL PAY ONE TO COME 30 MILES TO JOLIET
TO TRADE.

The News Company

This is to certify that.....	, living.....
....., township, county
....., has bought this day from us goods		
amounting to \$.....		
Joliet, Ill., 1899.		

person buying the largest bill of goods of same parties and under similar conditions. In both cases the buyer was to bring certificate to the *News* office from the merchant selling the goods. (The advertisement copy please find inclosed.) There was not a single response. The *Weekly News* has a guaranteed paid circulation of 2,000 and the Joliet merchants never before had such a Christmas trade. Now, what was the matter with the plan?

Yours truly,
THE NEWS COMPANY,
F. H. Hall, Bus. Mgr.

Even though no response was received it does not follow that the *News* was not benefited to a considerable degree by publishing the offer. It appealed to only one person, or at most to two. The chance of getting the reward was small and the time was short. The *News* may be certain, however, that many of its admirers read the announcement and had their appreciation of the *News* considerably lifted up thereby.

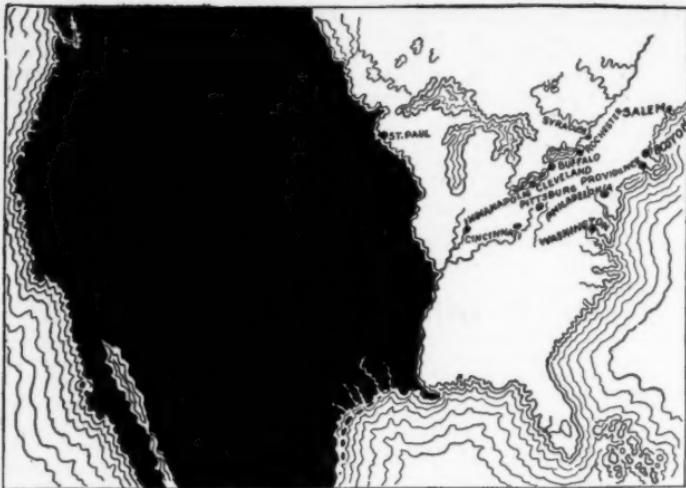
By Taylor Z. Richey.

The too general impression that advertising should always bring immediate profits is responsible for a great many advertising failures. Advertising is, and should be, regarded as nothing more than investment. When a man invests money in an enterprise of any kind, he doesn't expect to realize a profit the day after he invests the money; he's content if he gets a profit six or twelve months after making the investment.

Very few businesses pay from the beginning. Gold-mining is usually considered a profitable business, and yet the expense incident to the opening of a gold mine is sometimes enormous. It matters not how rich the vein of gold may be, before the money invested can bring a profit, the first dollar's worth of gold taken from the mine will have cost many times its value. The expenditure of money in opening the mine brings no immediate profit, but the investor knows that this expense is necessary in order to derive future profits. It's a great deal like that in advertising. Money invested in advertising new articles rarely brings immediate profits. Confidence must be established; the good-will of the people must be developed. One's first advertising merely prepares the soil, and makes it possible for future advertising to pay.

Success in any line is usually the result of long-continued effort. It's the cumulative force of all past efforts acting upon present efforts that brings success. This cumulative force might be likened to momentum. It requires the expenditure of much energy to start a heavy freight train, but when once fairly started the energy expended in moving the train the first foot will probably move it twenty feet. Likewise, when once fairly started one's advertising will bring constantly increasing returns because of the cumulative force engendered by all past advertising.

THE price of an article is a part of its description.—*Bates*.



THE THIRD SUGAR BOWL.

Office of

"THE SCRANTON TIMES."

E. J. Lynett, Editor and Proprietor.
SCRANTON, Pa., Jan. 3, 1900.

Editor of PRINTERS' INK:

Kindly box up the sugar bowl to be awarded to a paper published east of the Mississippi and outside of New York and Chicago, and express the same to *Scranton Times*, Scranton, Pa. Its receipt will be acknowledged with thanks.

At present the daily circulation of the *Times* is nearly 16,000. The lowest rate in the advertising columns of the *Times* are the classified advertisements under heads of "Situation Wanted" and "Help Wanted" in local home, mine, mill or factory. These are inserted free of charge and the returns are tremendous. Neither fractions nor decimals are practicable or necessary to convey an idea of the lowness of this rate.

The minimum rate at which commercial advertising is admitted to the columns of the *Times* is sixteen cents an inch or one-fourteenth of a cent per agate line per thousand of circulation.

The *Times* was thirty years old on New Year's day. It is an evening one cent paper, of eight, ten and twelve pages. One day just before Christmas it ran up to thirty-two pages. It publishes every day a full press telegraphic report. It has a large corps of reporters in the city and special correspondents in every town in which it circulates. That it is distinctively a home paper is shown by the fact that before Christmas, 1898, it received and published over 7,000 letters to Santa Claus, from little children. It is low-priced and reaches the masses. It is high class and therefore reaches the wealthier people too.

Nobody in Scranton now doubts the exact truth of the daily, monthly and

annual circulation statements of the *Times*. It is accorded by the American Newspaper Directory the largest circulation in Pennsylvania, outside of Philadelphia and Pittsburg. It is the only Scranton paper that swears to the circulation it represents and prints every day the circulation of the preceding day. It is the only Scranton paper that furnishes detailed yearly statements to the American Newspaper Directory and that furnishes monthly statements to the *National Advertiser*, to be published in its columns, as well as the only Scranton paper the circulation of which is guaranteed by the Advertisers' Guarantee Company of Chicago.

As a result of investigation and experience in the matter of returns, Jonas Long's Sons department store, the biggest advertisers in Scranton, use more space in the *Times* than in three other Scranton papers combined.

Within the past year the *Times* has submitted to investigations of its circulation accounts by E. J. Phelps, expert of the Advertisers' Guarantee Company of Chicago, and by Addison Archer. The latter had interviews with local advertisers which show that in their estimation the *Times* is far and away ahead of its competitors; in point of fact the circulation of the *Times* is as great as that of the other three Scranton dailies combined.

Scranton has a population of about 110,000; it is the metropolis of the anthracite coal fields and the business center of Northeastern Pennsylvania. In rush and push and hustling business activity it has been likened to New York City. Its similarity to Pittsburg is even more striking. Like Pittsburg, it has its gigantic steel and iron industries. It is the center of the anthracite coal business as Pittsburg is of the bituminous. Like Pittsburg, it has its great steel mills, its locomotive works, its drop forges, steel tired wheel works, its nut and bolt works, its glass works and like industries too numer-

ous to mention. It has the biggest stone dressing plant in the country. It is the headquarters of the great International Correspondence Schools, which have 150,000 students all over the world. Its lace curtain works are of large proportions. It rivals Paterson (N. J.) in the silk industry, having fifteen silk mills, one of which is the largest in the world. It has cotton and woolen mills, button factories, etc., etc.

Scranton is a great railroad center. The Delaware, Lackawanna & Western, Delaware & Hudson, Erie & Wyoming Valley, and Central Railroad of New Jersey centering here. The three first named have large shops in the city.

The *Times* covers this great city like a blanket, over 11,000 of its circulation being within the city limits. The balance of its circulation is chiefly in the Lackawanna Valley and in towns on line of the Lackawanna and the Erie & Wyoming Valley Railroad, including Carbondale, a city of 14,000 population; Pittston, a city of 15,000; Dunmore, 13,000; Olyphant, 8,000; Archbald, 6,000; Jermyn, 4,000; Dickson City, 4,000; Throop, 3,000; Lackawanna, 8,000; Avoca, 4,000; Taylor, 3,000; Lonesdale, 3,000; Hawley, 2,500; Forest City, 3,000; Jessup, 2,000, and many other towns.

In this rich and prosperous territory with mines and mills and factories

working to their full capacity several millions of dollars are paid out in wages every month. As a rule good wages are paid and the people have money to spend. The advertiser who reaches them through the *Times* reaps a rich harvest.

I submit, with due deference to the esteemed *Salem News*, that circulation in such a stirring community as Scranton is more valuable copy for copy than it is in such a constituency as the *Salem News* enjoys.

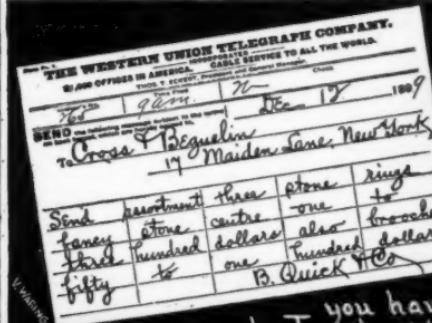
With high hopes of getting the sugar bowl, I am, Very truly yours,

E. J. LYNETT,

MEUNIER BUYS SAMPLES.

French makers of patent medicines who make a practice of sending samples to medical men have been annoyed recently by a circular issued by one M. Meunier, of Marseilles, dealer in druggists' sundries, to doctors in the south of France, offering to buy all the samples of well-known patents they may receive from manufacturers at 50 per cent off the marked prices, says the *Pacific Drug Review*. Meunier offers to purchase the less-known specialties at a price to be bargained for. Payment is offered in cash unless the doctors prefer settlement in the form of surgical instruments or medical books.

WIKE US



We are prepared for just such orders as this, and fill them soon as received.

If you have special calls for anything

you haven't got in Diamond Jewelry, telegraph or telephone just what you want, and you'll get it by return express! Our very complete stock of Mounted Goods is at your service.

CROSS & BEGUELIN

Importers and Cutters of Diamonds and Precious Stones

43 Rue de Mésay, PARIS

Telephone,
3188 Cortlandt.

17 Maiden Lane, NEW YORK

BROTHERHOOD WINE COMPANY ADVERTISING NOVELTIES.

The Brotherhood Wine Company, of New York City, uses a large number of advertising novelties in pushing its wares. A friend of the Little Schoolmaster, who is interested in the subject, recently met Mr. R. E. Emerson, of the company, and the following conversation ensued:

"Do you think these novelties pay, Mr. Emerson?" asked the interviewer.

"When first we began their use I had considerable doubts regarding their value," replied Mr. Emerson. "I recognized that there was more or less permanency in their usefulness, but I had grave doubts as to their ability to sell our goods. But after thirty years' use I call them our little salesmen. If you have ever given the subject a thought you will recognize that the use of wines and liquors is more or less dependent upon the moment; that is to say, people as a general rule only use them for the sake of entertaining or for some emergency such as sickness or as a tonic and then they naturally go to the dealer they knew best, either by reputation or by experience. It was to make us thus known that we began the use of novelties. During the late sixties and early seventies we used newspapers to quite an extent, but they did not seem to make a permanency of a customer such as we desired; we desired the Brotherhood to be brought before the party in some way every day, and some little useful article we thought would answer. At first we made several mistakes, mainly by sending articles which, although useful, were apt to be easily destroyed. Then the idea of desk furnishings struck us and we sent out a serviceable paper knife, a steel blade inserted in an iron handle, all heavily plated, with our ad etched on both sides of the handle. They were not by any means a cheap affair and although we sent them out more than ten years ago, my men tell me that they see them now lying on the desks of the leading busi-

ness men throughout the country. The demand for them was so large that our order to the makers was repeated four times. Our next venture was to send a glass paper weight. This was expensive but proved to be of little value, owing to the fact that the glass which magnified the picture would be scraped off and another picture substituted. We provided against this when we sent out our pencils, as we contracted that they should be virtually destroyed if our ad was scratched out. We paid thirty cents each for these pencils and we have used nearly seventy-five thousand; the leads to put into them cost three cents a box and we are filling requests for leads to-day. We consider the pencils one of our best mediums. In addition to desk furnishings we have used corkscrews, which are all-important in our business, and of which we have four different kinds. One, the Davis, which is a patented one and costs the most, is the popular one for home use; the wire one is also used at home, but the other two are for the pocket. We also use a key ring, to which in a little note we advise our patrons to attach their corkscrew, thus retaining their keys and also the screw, giving us a double ad. Of blotters, in one year we used two million, cut so that they could be mailed in a common size envelope; we would send ten or fifteen to a person. Lately we have begun the use of patented top corks, which we find valuable. They are made tapering, so that they fit all sized bottles and are always in evidence when a bottle of our goods is used, for every customer gets at least one for every bottle he orders.

"I can not say how many of anything we use that we order. It all depends upon what territory we wish to add. Our ledgers will show at least thirty thousand names. These of course have to be provided for before we look after new trade. Dun's and Bradstreet's are our guide, used with a local directory. Of course the comparison of names is costly, but we are after the best and this seems to be the only effective way of getting good names to sell ex-

pensive goods to. We never buy lists of names, just for the reason that I have stated: Promiscuous advertising, as we do it, would be simply ruinous. Our experience teaches us that if A, living on Tenth street, at 174, is quoted to be worth five hundred thousand dollars, his neighbor on either side must be more or less 'well fixed,' and more or less likely to use goods in our line. So we 'go' for him and the results prove that we are on the right track. We send a man within a month to drum up the trade that we have not received by that time, giving him a list of every name we used and also of those who have bought from us, his duplicate orders alone, as a general rule, paying his expenses and the new trade being more than enough to pay us for our efforts and leave a good margin for him. We now have twenty-six men but we could use more if we could find them, especially in the far West. We use other methods, of course, and our principal feature, aside from novelties, is our publication called *Vintage*, which is nineteen years old and has a circulation every month of over 40,000 copies. It keeps us in touch with our customers and we think does us much good. We 'keyed' our last issue, with the results that our next issue will be over 100,000; one patron alone sends us a list of 100 names, while hundreds of others have requested from two to ten copies."

And the friend of the Little Schoolmaster brought a little collection of some of the novelties of which Mr. Emerson had spoken, thereby buttressing the latter gentleman's assertions in an effective manner. Among them were three pocket corkscrews and one household corkscrew; but sad to relate, nothing whatever on which to test whether the corkscrews were all they were "crack-ed up to be."

A PAD FOR MEMORANDA.

Every business man ought to carry a memorandum pad about him, and as soon as a thought enters his mind record it thereon. He should set a certain time each day aside for the purpose of looking over the memorandums made, and attend to them in their proper order.—*Jewelers' Review*.

THE AYER PLAN.

Under the heading of "A Good Big Margin," the J. C. Ayer Company, of Lowell, has issued a circular to the retail drug trade proposing a special discount on Ayer's Cherry Pectoral, in the following terms:

The price of Ayer's Cherry Pectoral 25-cent size is \$2.40 a dozen, purposely put there to avoid a wide margin of profit to the cutters and with the belief that with it we have a plan which will work no hardship to the honest retailer who is trying to make a fair profit on the goods he sells. On all orders from retailers who will sign the coupon below agreeing to give a week's window display of Cherry Pectoral at any time between now and March 1st next (druggists will be honest in this matter), and who agree neither to cut the price below 25 cents nor to substitute any other article when Cherry Pectoral is called for, we will allow 10 per cent discount for window display and 5 per cent extra if a half-gross lot is bought. This brings the price of a 25-cent Pectoral down to \$2.05 a dozen, about 17 cents a bottle, and the profit is 46 per cent. This discount is sent at once to you by check from the Ayer Company. In this way we mean to protect the retailer against the cutter. No good way has ever yet been devised, either by the N. A. R. D. or the N. W. D. A., to keep jobbing discounts from being divided with cutters, but we are going to try this plan of protecting the retail druggists by giving him this extra per cent direct, and we shall refuse discounts on orders which emanate from aggressive cutters.

"TODY" HAMILTON IN GERMANY.

A man who arrived from England last week said that R. F. Hamilton, better known as Tody, who for many years has described the wonders of the Barnum & Bailey show, was now busy learning German and his joy at the possibilities of compound words in that language was great. The Greatest Show proposes to go through Germany next season and Mr. Hamilton is now busy on his posters. Owing to the possibilities of the German language, which was apparently constructed to fit the requirements of the big show, the handbills are to be twice the usual size and the reading matter on them will alone be worth the price of admission. Mr. Hamilton has constructed one word to describe the performances which go on at the same time in three rings, which contains forty-six syllables and 168 letters. The bill on which this word is printed is so effective that Mr. Hamilton says that he will have no heart to make word pictures in English again. His friends are betting that the German Emperor will give him a first-class decoration for his services to the German language when he sees this bill.—*N. Y. Sun*.

EVERY name that comes into an advertiser's possession through advertising is valuable. It should be given prompt and courteous attention, and if it fails to result in an immediate order, should be followed up with letters or printed matter.—*The Advertising Man*.

GEORGIA DAILIES.

In the December issue of the American Newspaper Directory for 1899 ten daily papers in Georgia get credit for actual average issues of more than a thousand copies. They are:

Atlanta.—*Constitution, Journal, Augusta—Herald, Tribune, Chronicle.*

Columbus.—*Inquirer-Sun, Ledger.*

Macon.—*Telegraph.*

Savannah.—*News, Press.*

From among the ten papers catalogued only four get credit for issuing so many as five thousand copies. Of these two are in Atlanta, one in Augusta, one in Savannah. It must be a surprise to old-time advertisers who rely upon the Directory circulation ratings to find the Savannah *News* accorded the negative rating of "exceeding 1,000 copies." It would occur to PRINTERS' INK that the Directory editor had fallen into an error here, which may have come about from a natural hesitancy on the part of a paper known for a generation as the first daily in a State to send a true circulation statement which should delegate it on its own admission to a third or fifth place, while a considerable number of advertisers, if left alone, might suppose the paper still stood number one. It is extremely probable that the Savannah *News* is better worth an advertiser's consideration than would appear by the circulation rating accorded to it by the Directory. No information from the *News* office calculated to throw light upon the probable edition has been obtainable by the Directory editor for half a score of years, so he says. The overshadowing of Savannah's importance by the newer city of Atlanta and the greater enterprise of the Atlanta papers furnishes, perhaps, a partial explanation of this reticence.

The principal daily in Georgia in point of circulation is the Atlanta *Journal*. Its average sales for several years have been as follows:

In 1895....	17,009	copies
" 1896....	19,222	"
" 1897....	22,179	"
" 1898....	30,665	"

The subscription price is \$5 a

year. Second only to the *Journal* in point of circulation is the Atlanta *Constitution*, sold at \$6 a year. Its actual average issue in 1898 was 22,216 copies. The weekly *Constitution* has a larger circulation than any other publication in the Southern States has ever attained.

Next to the Atlanta papers and apparently ahead of those of Savannah, if we may judge by the Directory, come the dailies of Augusta, where the *Herald* for the year ending with June, 1899, had an average issue of 5,973 copies; the *Tribune* for the year ending with July, 1899, an average of 2,055 copies, and the *Chronicle* of the same place gets credit for issuing copies enough to give it, as well as the Savannah *News*, a place among the ten largest circulations in Georgia. The *Chronicle* claims a much larger issue but refrains from furnishing information in definite form.

The fourth place in point of circulation, according to the Directory, belongs to the *Press*, of Savannah, established in 1891. It put forth in 1898 an average issue of 5,403 copies.

The newspaper men of Columbus are reticent about exhibiting actual figures, and in Macon a similar condition is found to exist.

NOTE.—In the last issue of the American Newspaper Directory an inexcusable error was committed by which serious injustice to the Augusta *Herald* was done. The case is correctly and fully set forth in the letter from the *Herald*, printed below.

"THE AUGUSTA HERALD,"
AUGUSTA, Ga., Dec. 21, 1899.
Circulation larger in Augusta, in Georgia, in South Carolina, than all other local papers combined.

Messrs. Geo. P. Rowell & Co.:

DEAR SIRS—We have yours of 18th instant, in which you note that in the case of the *Herald*'s rating in recent issue of Directory an unfortunate error, for which there is and can be no sufficient excuse, has been made, in that the *Chronicle*, our competitor, has been credited with a circulation rating of actual average for the year ending with June, 1899, of 5,973, which credit belongs, not to the *Chronicle*, but to the *Herald*, according to a satisfactory statement duly furnished. We also note your

kind expressions to do willingly anything reasonable that is likely to lessen the injury unwittingly done us. I would suggest that through the medium of *PRINTERS' INK* a full statement of the case be made and that this statement be blue-penciled in your exchange or subscription list, thus calling attention in all newspaper agents' and in all advertisers' offices to the fact that, for the second time in the history of the Directory during its thirty-one years, has such a mistake been made and that in justice to yourself, as well as to the party injured, every attempt at reparation has been made. I would also suggest that the matter be called to the attention of the compiler and editor of the Directory and that an equally public expression be made in your March issue. It seems to me that this is about all that can be done.

With best wishes and thanking you for your kind words, believe me,
Sincerely yours, B. PHINIZY,
President.

◆◆◆
BEECHAM.

Among those who made the highest bids for the original manuscript of Rudyard Kipling's poem, "The Absent-Minded Beggar," sold for the benefit of the wives and children of the British reservists ordered to South Africa, is Mr. Beecham, of St. Helens, England, who offered \$525. Mr. Beecham's name is familiar to every newspaper reader in America, as he is proprietor of the famous pills which bear his name. In addition to being a lover of things artistic, he is also a public spirited man. The great manufacturing center of St. Helens, of which his enormous factory is one of the largest industries, recognized his good services to the town by electing him, recently, to the mayoralty, backed by the unanimous petition of the municipal council of St. Helens. Without doubt that executive ability which has assisted him in building up his vast enterprise will be of great service to his fellow townsmen.—*American Druggist, New York.*

◆◆◆
A VALUABLE SPACE.

Viewing the Navy arch in New York from the north, one of the most prominent things in sight is the huge advertisement of the Siegel-Cooper Company, which looms up boldly in the background. Of the fifty thousand views of the arch which have been taken by professional and amateur photographers, it is fair to assume that half, or twenty-five thousand, were snapped from the south, and each of these pictures necessarily contains the ad of the department store.—*Profitable Advertising.*

◆◆◆
THE ADVERTISING IMPETUS.

In no branch of public business has a greater change come within a decade than in the now almost universal desire to advertise. If one has a want it is advertised. If one has the ability to supply a want he seeks to make it known by advertising. If one has anything to sell, or desires to buy, he advertises; and the result is that both parties are made happy through the medium of the advertisement.—*Providence (R. I.) Telegram.*

HOW DRUGGISTS HELP.

I met the agent of a Western concern which makes a business of buying up dead proprietary stock, the other day, and got from him an interesting item which throws a sidelight upon the ways of some retail druggists. "I bought a quantity of dead stock from a druggist a while ago," he said, "and told him to pack and freight them to my house. When they arrived, I found he had used for packing a lot of newspapers and stamped wrappers. I took from the lot \$2 worth of good uncanceled stamps. Some poor sucker of a proprietary medicine man had sent this fellow the papers already wrapped and stamped to be mailed to his customers. Probably he had paid him cash for his trouble in writing in the addresses, as well. I know another druggist who got about a thousand envelopes containing three pills each from a proprietor, which he was supposed to distribute as samples, and so stimulate the demand created by the newspaper advertising. He opened the envelopes and dumped the pills into a bottle, and when any demand for the goods came by reason of the advertising done, he sold the pills by the dozen. I know another druggist who has an overhead storeroom where all the almanacs, calendars, and other advertising matter coming to him are taken immediately upon arrival. There must be three feet deep of printed matter in that room. I saw stuff of five years ago there. He never distributes anything. I suppose he intends to, but just puts it up in that room to get it out of the way in the meantime, and then he forgets all about it. Oh, yes, there are some daisies in the retail drug trade."—*American Druggist.*

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BRITISH PRINTERS.

The Typographical Association of Great Britain is now in its fiftieth year; it has 125 branches and numbers 15,000 members. The London Society of Compositors embraces a membership of 11,500, and the Scottish Typographical Society numbers some 4,000 members, while Ireland lays claim to more than 3,000 union printers. It is asserted that Great Britain and her colonies, with the United States, contain more printers than the entire world besides.—*National Advertiser.*

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A REASONABLE DOUBT.

"One husband writes that ever since he enamelled the interior of his refrigerator his wife has kept him busy applying Neal's Enamels." Whether this statement will move other husbands to buy the goods depends on the husband's fondness for tinkering around the house after business hours.—*National Advertiser.*

◆◆◆
HALF THE BATTLE.

A carefully planned campaign, faithfully and consistently carried out, is half the battle in advertising. Too many advertisers "go it blind."—*Agricultural Advertising.*

◆◆◆
COURAGE TO BREAK AWAY.

Courage to break away from old methods is often a better capital than money.

Much harm is done daily

by the excessive consumption of cheap confectioneries and chocolates of inferior quality, doubtful taste, and doubtful composition.

Why not abstain from these altogether, and substitute the digestible, wholesome

Van Houten's Chocolate

(For Eating),

which is of delicious flavor, and cheapest in the end?

Sold in the following shapes:—

Croquettes, in Tins.

Drops, in Tins.

Square Tablets.

Small Bars.

This product ranks among the existing brands of chocolate for eating as Van Houten's Cocoa, does among the cocoas; it is the most delicious in flavor and the most economical in use.

A CORRESPONDENT sends the announcement here reproduced and says: I think an advertisement like this does little good. It does not tell where Van Houten's Chocolates may be obtained and although it made me resolve to try the various brands mentioned, I

found that the confectionery stores I visited either kept their own products or didn't have Van Houten's. I believe a little information as to where or in what kind of stores the matters advertised can be obtained would make this otherwise excellent ad a perfect one.

HOW ADVERTISING HELPS.

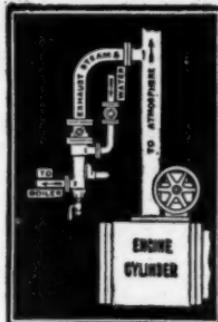
When an agent goes to a man and says: "I am representing the Back Action Check Row Corn Planter people," and that man says: "Yes, I seen it advertised in a paper I take, an' was a-wondering what it looked like an' how the thing worked," a sale is half made. All the agent has to do is to take out his catalogue and show the farmer where it is better and cheaper than any other corn planter on earth and he gets him. The agent who strikes a man who never heard of his

machine has a hard row to hoe. He must tell where it is made and how long it has been made, and after he is done the farmer will tell him he "wuz a-thinkin' of gettin' one he see advertised into the paper."—*Agricultural Advertising.*

THE best language for any purpose whatever is that which is "terse, succinct and to the point." Involved sentences are bad, whether their subject is soothing syrup or philosophy.—*Hardware Reporter.*

**EXHAUST STEAM,
BLOWING TO WASTE,**

represents fuel paid for and burned but not utilised. Wasting Exhaust Steam is therefore wasting money.



**THE
"SIRIUS" EXHAUST
STEAM INJECTOR**

uses this exhaust steam to pump water into the boiler and transfers the heat of the steam to the feed water—a double economy from a single instrument.

Does the work of both Pump and Heater, reduces back pressure, and costs nothing for steam or power.

Some of these Injectors have been at work 15 years; later ones feed against 200 lb. boiler pressure. Write to—

HOLDEN & BROOKE, Ltd., Sirius Works, 9, Heywood St., Manchester, S.E.,
for Descriptive Pamphlet E 10.

8348



LONG LIFE is a valuable attribute in a Steam Trap. Correct design and sound construction enable the "Sirius" to claim pre-eminence in this respect.

Correct design, avoiding exposed discs or reservoirs of "paper thick" spun copper, thin diaphragms, and expansion tubes unprotected or exposed to scouring and corrosion by having to conduct everything discharged by the trap.

Sound construction, with all parts properly proportioned, adjusted to stay adjusted, and adequately protected by a neat compact casing.

THE

"SIRIUS" STEAM TRAP

—lasts longest, and works most reliably.

Full details in List No. E14.

SOLE MANUFACTURERS:

HOLDEN & BROOKE, Ltd., Sirius Works, MANCHESTER.



3548

AN ENGLISH TRADE JOURNAL ADVERTISER'S EFFORTS.

LETTERS.

Advertising has fostered a new industry. It is the sale and rental of letters received in reply to advertising. A large book publisher advertising many thousands of dollars each year for agents, preserves his inquiries, and, after entering the names in his books, sells these original replies to a letter broker, at so much each thousand letters. This broker rents these letters, at so much a thousand, for a certain length of time, to different book publishers, and often the same letters reach as many as a hundred different advertisers before they become "worn out." This is also the case with medical and all other advertising. A prominent advertiser who rents thou-

sands of letters each month, speaking as to their profitability, said, "Next to advertising, there is nothing that will bring results quicker than circularizing good letters." In some instances, advertisers have found using letters more profitable than advertising, but such instances are not plentiful. Using letters, though, are a splendid auxiliary to advertising.—*Mail Order Journal, Chicago.*

THE ODD PRICES.

The odd prices that we read in the advertisements, 98c. instead of \$1.00, \$7.90 instead of \$8.00 and so on, have something to do with the heavy demand on the mint for cents, nickels and dimes.—*Terre Haute (Ind.) Express.*

PERSEVERANCE CONQUERS ALL.
Genius, that power that dazzles mortal
eyes,
Is oft but perseverance in disguise.
Continuous effort, of itself, implies,
In spite of countless falls, the power to
rise.
'Twixt failure and success, the point's
so fine,
Men sometimes know not when they
touch the line.
Just when the pearl was waiting one
more plunge,
How many a straggler has thrown up
the sponge!
As the tide goes clear out, it comes
clear in;
In business, 'tis at turns the wisest win.
And oh! how true, when shades of
doubt dismay,
"Tis often darkest just before the
day."
A little more persistence, courage, vim!
Success will dawn o'er fortune's cloudy
rim.
Then take this honey for the bitterest
cup—

"There is no failure, save in giving up,
No real fall as long as one still tries,
For seeming setbacks made the strong
man wise.
There's no defeat, in truth, save from
within;
Unless you're beaten there, you're
bound to win." —Henry Austin.

THE PENALTY OF FAME.

"I'm up against it now," exclaimed
the congressman from Missouri.
"How so?"

"This paper has printed my indorsements
of McDuffey's Whisky, and the
Gold Cure on the same page."

THE IMPRESSION.

A strong impression on a comparatively
limited number of people will
be productive of more good than a
weak impression on a multitude.

ARRANGED BY STATES.

*Advertisements under this head 50 cents a line
each time. By the year \$25 a line. No display
other than 3-line initial letter. Must be handed
in one week in advance.*

CONNECTICUT.

THE DAY is the only daily paper in Eastern
Connecticut which prints regularly over
4,000 copies daily and can prove it. It has no
rival in its own field.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading
Southern agricultural publication. Thrifty
people read it; 23,000 monthly. Covers South and
Southwest. Advertising rates very low.

MAINE.

A DVERTISING in New England! THE COUR-
IER-GAZETTE, twice a week, covers thor-
oughly the homes in the part of Maine of which
Rockland is the center. Some say its advertising
rates are high. COURIER GAZETTE, Rock-
land, Maine.

CANADA.

CANADIAN ADVERTISING is best done by THE
E. DESBARATS ADVERTISING AGENCY,
Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. F. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It has been the leading journal on Subjects relating to the Art of Advertising. Since its establishment in 1883 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known in the art has contributed to its columns. Printers' INK's way of teaching is by eliciting thought and discussion, each one giving occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1896, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent
extra for specified position—if granted.
Must be handed in one week in advance.

WANTED.—Case of bad health that
R.I.P.A.N.'S will not benefit. Send 5 cents to
Ripans Chemical Co., New York, for 10
samples and 1,000 testimonials.



COIN CARDS.—Any
printing you wish. Six hole
(like cut), 94 per M; 100 pre-
paid, 75c.; 1 doz., 10c. One-
hole, any printing, \$3 per
M. THE STATIONERS' MFG.
Co., Detroit, Mich.

115 ADVERTISERS

... USED ...

SELF CULTURE MAGAZINE'S

DECEMBER NUMBER

WHY?

1. Because it is the only monthly magazine with a national circulation published west of Philadelphia.
2. Because it appeals to and reaches homes where taste and character are appreciated, and carries to those homes something of interest to every member.
3. Because it is essentially an American magazine, appealing to genuine healthy Americanism, magnifying American institutions and American history. As evidence it is the only magazine published in America containing in its December number an illustrated article on the "100th Anniversary of the Death of GEORGE WASHINGTON."
4. Because it makes honest claims of its circulation and reaches the rich, mighty empire of the Middle West.
5. Because it appeals to clean, legitimate advertisers and pays them.

It seeks new business, your business if you want to reach progressive, honest people, who, in the language of Mr. C. H. Harkness, A. G. P. A. of the Atchison, Topeka & Santa Fe Railroad "who have the money to foot the bills."

Sample copies sent for the asking. Rates will be given by any reputable advertising agency or

SELF CULTURE MAGAZINE,
AKRON, OHIO.

EASTERN OFFICE 111 5TH AVE., NEW YORK.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or
H. D. LaCoste, 38 Park Row, New York.

The Day, New London, Conn., gives 21,000 daily readers, where only half that number can be reached by using all other New London papers combined.

Latest Information CONCERNING NEWSPAPER CIRCULATIONS.

INVALUABLE for advertisers. AMERICAN NEWSPAPER DIRECTORY. Published December 1, 1899. 31st year; 4th quarterly issue; 1,408 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

A paper can not live 77 years unless it has a reason for being. In that time it will have died or proved its right to live. This is a strong point with

ZION'S HERALD

The thousands who pay \$2.50 for it do so because it contains what they want and they can not find it elsewhere. This gives you a chance to impress them with your advertisement.

Box 3686, Boston, Mass.

The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to
THE PARIS EXPOSITION

UNDER THE AUSPICES OF
THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

The Best Local Newspaper
The Best Class of Readers
The Best Patronage
The Best Service
In Pennsylvania
7,000 Every Day
Guaranteed

Chester Times

Advertisers
 Must Be Pleased
 For We Keep Them
 Year after Year, and
 Have More Foreign
 Business than any Local
 Daily in the Keystone State
 Consult any reputable agency or
 Write to WALLACE & SPROUL,
 CHESTER, PA.

The Pawtucket (R. I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. **Write for rates.**

THE TRIBUNE PUBLISHING CO., . . . Pawtucket, R. I.

J. W. BUCKMASTER, Advertising Manager.

Booklets Advertisements Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,
 10 SPRUCE STREET, NEW YORK.

The Newark Evening News

presents an opportunity to the advertiser to reach through one medium the people of Newark, New Jersey, with 250,000 inhabitants, and suburban communities, numbering about 150,000 more.

Newark is peculiarly situated in regard to newspapers, owing to its proximity to New York. There are only two English daily papers, both issued in the afternoon. THE NEWS has a circulation of more than :::

42,000 COPIES NET,

and in November published **1,150** columns of advertising. It thoroughly covers the field and is the home paper, high in character, carefully read and without a real competitor.

A canvass of Newark, taken street by street, shows that the NEWS goes into nearly every house, averaging between eighty and ninety per cent.

WALLACE M. SCUDDER, Publisher.

R. F. R. HUNTSMAN,
Special New York Agent,
St. Paul Building.

C. J. BILLSON,
Special Western Agent,
Stock Exchange Building, Chicago

PUBLICATION OFFICE:
News Building, 215-217 Market Street, Newark, N. J.

Does the copy bother you?

Does your advertising agent get out good copy for you and get it out promptly?

Is he of any assistance in devising "follow-up" systems to consumers and dealers?

Would you like some *real* help in your department of publicity?

If you would like to know how I conduct an advertising agency and why I think I do it better than anybody else I will be glad to tell you.

Your inquiry will be considered confidential.

Charles Austin Bates,

Vanderbilt Building, New York.

Chicago: Marquette Building.
Detroit: Majestic Building.
Buffalo: 176 Prospect Ave.
Boston: 186 Devonshire St.

THE
CLOSE OF THE CENTURY

The Brooklyn
Daily Eagle

is prepared to give its readers
during the last year of the cen-
tury the best news service and
the best advertising results for
the city of Greater New York.

PRICE DAILY AND SUNDAY--
THREE CENTS.

BALTIMORE'S MEDIUM FOR PUBLISHERS' ADVERTISING

Baltimore book lovers constitute a large and important percentage of the population of the Monumental City. All Baltimoreans interested in literary matters are constant readers of the BALTIMORE NEWS, which publishes daily matter of interest to such readers.

THE Baltimore News

published in the evening, covers a field which three morning papers divide. Its daily average circulation for the year ending Dec. 31, 1899, was

33,268

M. LEE STARKE,

Foreign Advertising Representative,

126 Tribune Building,
NEW YORK.

612 Boyce Building,
CHICAGO.

The Convict.

N. W. Kish, publisher.

WEEKLY ESTABLISHED 1846.
DAILY REESTABLISHED 1864.

Ottumwa, Iowa.

Dec. 15, 1899.

RECEIVED
DEC 21 1899

GEO. P. ROWELL & CO.
Geo. P. Rowell & Co., Pubs. American Newspaper Directory,
New York, N. Y.

I have had experience during the past year which convinces me that the American Newspaper Directory is the only one published in the United States which is really of any material value to the advertisers. A detailed certified statement of circulation, such as you require, is the only kind of a statement upon which any newspaper deserves a rating, and you are doing a grand work in siftting out the worthy from the unworthy publications, or at least in so adjusting the situation that every publication must stand strictly on its merits, and I feel very glad indeed to lend my hearty cooperation to your enterprise. During this year I looked very carefully into the circulation of the Davenport (Iowa) newspapers, which I investigated upon the field, and I found that the American Newspaper Directory was the only directory in the country that gave statements which were anything near the exact situation.

Yours truly,

Aug. 22

50,000 GERMANS

read the daily TOLEDO
EXPRESS, and

75,000 others the weekly.

Have you anything
to sell that they need?
Experience of many
proves that you can
reach them in no other
way so quickly and
cheaply as through the
DAILY and WEEKLY
EXPRESS.

W. E. SCOTT,
150 NASSAU STREET, NEW YORK,
Eastern Advertising Manager.

If you are troubled
With colicy pains;
Ripans Tabules,
Our doctor explains,
Are easy to try
And cheaper to buy
Than a tombstone
To mark your remains.

Ten for five cents, at Druggists, Grocers, Restaurants, Saloons, News-Stands, General Stores and Barbers' Shops. They banish pain; induce sleep, and prolong life. One gives relief! No matter what's the matter, one will do you good. Ten samples and one thousand testimonials sent by mail to any address on receipt of price, by the Ripans Chemical Co., 10 Spruce St., New York City.

Made a Country Weekly a Financial Success.

A few years ago I became the owner and publisher of a country weekly in a Southern California town. The paper was fairly well blessed with advertising patronage. I subscribed for a few copies of PRINTERS' INK—18, I think—and distributed them each week among my advertisers and those I wished to become patrons of the paper. My business actually increased 50 per cent in the first three months, and kept on increasing until I sold the paper in 1895, almost entirely due to the stimulus of the Little Schoolmaster. Since returning to New York State I have used PRINTERS' INK to my financial benefit in preparing ads, and have yet to fail in bringing satisfaction and results to my customers. I consider PRINTERS' INK the most valuable aid in preparing good, solid, common-sense, money-bringing ads in existence, and I mean every word I say. A constant use of the Little Schoolmaster for half a dozen years has proved to my complete satisfaction that I am qualified to make this statement.

ELLIE WOODWORTH.

GOUVERNEUR, N. Y.

PRINTERS' INK is an aid to advertisers in showing them how to get better results from advertising. It brings the merchant of the large cities, the merchants of the small towns, the manufacturer, in close touch with the best thoughts, plans and ideas in advertising and leads to money-making advertising. Subscription price is \$5 a year. Sample copy, 10 cents.

Address

PRINTERS' INK,
10 Spruce Street, New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

The following matter, taken from a letter recently written, should, it seems to me, contain some suggestions for those who wish to advertise to dealers rather than to consumers.

A great deal of such advertising is done—some of it pretty poorly done—and a great deal more could be done—profitably.

* * *

I recommend strongly having two separate series, with two definite ends in view.

The first of these series should be used to reach the trade to which you are already selling. The main idea of this series should not be so much that of getting orders for your goods but of getting on a basis of thorough understanding with your customers. This seems to be more necessary in your case than is true of most jobbing houses, on account of your unusual advantages.

I do not believe that half of the people to whom you sell realize just what kind of a concern you are, how large your business is, and how correspondingly large your facilities are. They know you only through your traveling men. They know of course that you fill orders satisfactorily and promptly, and things of that kind, but they never will know just what kind of people you are until you tell them.

You cannot depend upon traveling men to do this. Your traveling men, like all traveling men, are good men for their business. They understand selling goods, they understand human nature, and they are able to get orders, but they do not understand probably as well as they ought, the fact that a single order is of little importance beside the trade of a customer. They do not understand how to put things in such a way that there will be a steady and liberal increase in orders. They have not

a sufficient command of language, or they have not time to use that language in the right way to present you, your facilities and your unusual advantages to a customer in the best possible way.

About the only thing a drummer thinks of is to get an order and get out of that town. He is not apt to waste any time after he has done that, and he certainly is not going to put in any time teaching his customers a lot of things which may not bear fruit for several months.

Because he is not going to do this, and because he could not do it if he wished, you need a mail series for this purpose.

* * *

What your customers need, and by this I mean your good, regular, steady customers, is a normal course in the art of being good customers.

You need to advertise methods more than goods. This will really be the spirit of the series which I recommend. It will educate your customers in your methods. They probably do not understand, for instance, that you are the largest jobbing house in the country, that you have practically the stock of every manufacturer right at hand, that you fill your orders at once, that no order is too large for you to sort it up and send it out as soon as received, that you don't have to fill them on the instalment plan, sending three dozen to-day, six dozen next week and another dozen a week later, that you can do it all at once, that you are large enough and have machinery enough to do it in this way.

Then your system is so exact that there is no irritating delay of any kind. Any order that comes to your house is sent out at once. There can be no question about that. Your system is elaborate enough to be thorough and effect-

ive without being cumbersome. This system means much to your customer and he ought to know about it.

In these cards and letters you will take him into your confidence and you will explain to him how a really first-class jobbing business is done. You won't ask him for orders out and out. The moral of your talk will not be "Buy more goods to-day," but will be this:

"Isn't it better for you to place your orders regularly with a house which is able to supply you with everything, and supply you at once, which can get every possible thing you may have occasion to want, and get it more quickly and more promptly than anybody else can?"

"Isn't it worth while to have your account with such a house, to have your bills rendered monthly for all the orders you may place during that month, to get a two per cent cash discount at the end of the month, getting practically thirty days' time on some orders and the discount as well?"

Your talk will be along these lines. It will be entertaining, interesting, novel and a kind that will surely be read, and perhaps read again, but it will always be instructive and convincing.

A steady stream of such matter, sent out every other week for a year, will have a tremendous cumulative effect upon your customer's mind in the end. At the end of that time he will be a good deal better customer than he has ever been before. He will understand more about you, your methods, your good points, and the value of these things to him, than he has ever understood before.

* * *

You won't get a tremendous increase of business from such work right away, but the real, vital, lasting good is something that is hard to estimate.

Not every house can take up such a campaign to as good advantage as you can, because you have the facts behind you. A whole lot of good advertising material is going to waste—things that your drummers never think

of saying, that you yourselves have neglected to put in any printed matter you use—in fact, that neither you nor your customers recognize to their fullest extent.

All these good things should and would be utilized in the mail series I have in mind. So much for the first series.

The second series would have a different motive. This would be sent to a list of prospective customers in a territory where you do not now go, and which is unvisited by your traveling men.

These dealers have the same qualities for being good customers of yours as those already on your books. The same goods, the same methods, the same fair treatment that brought you the three thousand customers you already have, ought to bring you this other three thousand.

The question is how can you get these goods, this treatment, and these methods before these probable customers in the best way?

The best way is the way which offers you the chance to state your good points in as many new ways as possible, and in such brief and compact form that they will be sure to be read.

That way is by a mail series, similar to the other series. Each piece is so short that it cannot fail being read, while the story, taken as a whole, in its entire twenty-six pieces, is a long, well-worked out story about your way of selling goods.

You will of course not get many replies from these at first—probably not until you reach the second letter, but from then on you will get a certain amount of actual replies, asking you to send samples or to send a traveling man, as the case may be.

* * *

The way in which you treat these replies after you get them is for you to decide. Of course this is a territory that you expect, ultimately, to make yours and to cover it regularly by traveling men.

You say that your traveling men are busy, but there is no reason why you should not hire other men. There is nothing to hinder you from having just as many

traveling men as pay, but of course you must be willing to spend a little money on the territory before it begins to pay. You would have to do that wherever you began.

The best way, to my thinking, would be to have a man call upon those dealers who reply within a reasonable time. Replies will probably come in fast enough, so that in a single trip a traveling man may be able to call on a number of dealers and thus lessen the individual expense of seeing each one.

You should not forget that these series prepare the way for the drummer, and that when he arrives he will find a good deal of his work has already been done. He will thus be able to make more calls in a given time because he will have to spend less time telling his story. The dealer will know more about you and about your goods from this series than he would in any other way, and when the traveling man arrives all he will want will be to see the actual goods, get terms and prices and place his order.

These lists—your regular customers, and those to whom you wish to sell—should be cared for in the following way:

For the list reaching regular customers, there will not be much to be done in the way of keeping tally on the card catalogue, as this series does not have as its object the direct request for orders. But on the other list you are to keep a strict and accurate check of the good that the series does you. As soon as you hear from a dealer who is not your customer, you will remove his name from your "prospect" list. Then the prospective customer, who has now become an actual customer, will be put on the regular list of old customers that are receiving your matter. His education will go right on. He will have graduated from the primary class into the grammar class. Your first series has taught him how to be a customer, and this second series will teach him how to be a good customer.

This is the philosophy of it, but there is nothing fanciful or imagi-

native about what I have said. It is just as absolute and conclusive as a problem in mathematics.

In your case, as far as the series to your customers is concerned, this effect will not be immediately evident. It is not intended to be so. You will not feel the good from it right away, but you will continue to feel the good from it for years and years.

Your customers must be educated. You could just as well have bigger orders, and more orders out of the people to whom you are selling now, for if these people understand fully just what you have to sell—and by that I don't mean goods so much as I mean convenience—you will get bigger orders from them than you do. This series will teach them that, will explain to them why there is an actual money-saving advantage to them in letting you handle all, or nearly all, of their orders. There is no need of their skipping around buying here, there and everywhere. You can give them everything—the goods, the prices, low rates of transportation and promptness in filling orders—everything, in fact, that a dealer expects of a jobber. You can do the whole thing under one roof, and in your establishment, better than a hundred other jobbers can do it. But the dealer doesn't know this. It has never been explained to him. Your drummers probably have never thought of it in just that way. If they have, they haven't had time to tell it.

This is the only logical way to get your story in the right place, and this method will do it. If the business is there, and there probably is not any doubt of that, this method will get it. If it isn't there, of course no method will get it. No advertising that was ever devised could create orders. This plan, rightfully carried out, will squeeze your territory dry of every possible order you could ever get in any given time.

* * *

The holiday and other anniversary issues of some of the leading trade papers are more bulky and more artistic this season than ever before.

So far as bulk is concerned, at least, the souvenir edition of the *Street Railway Journal*, issued on the occasion of the eighteenth annual convention of the American Street Railway Association, easily ranks first. It contains no less than two hundred and eighty-four pages of advertisements alone and about one hundred and fifty pages of reading matter. They are large pages, too. The number is artistic and attractive as well as large and the advertisements are prepared and displayed with excellent taste.

The souvenir convention edition of *The Hub*, a New York carriage paper, makes a good second in size and attractiveness.

The holiday number of *The Boot and Shoe Recorder* contains over two hundred and fifty pages of interesting reading matter, pretty pictures and good advertisements.

The holiday number of *The Copper and Glass Journal* should also be mentioned. It contains one hundred and seventy pages, a large part of which is advertising matter.

Power's international edition, which made its appearance in December, is a very handsome number of one hundred and eighty pages, with a very artistic and attractive cover design in colors. It, too, has its share, if not more, of rather good advertising.

The holiday number of *The Boots and Shoes Weekly* is much larger than usual and has a simple but attractive cover printed in silver on dark green paper.

The convention number of *The Carriage Monthly*, issued in November, contained one hundred and fifty-six pages, was very neatly illustrated and carried a very large amount of advertising.

Many other equally notable holiday numbers of trade journals might be mentioned.

The advertising matter in those to which I have referred is much better than the general run of trade paper advertising. I wish there were some grounds for hoping that the standard of trade paper advertising was permanently raised. But I fear there are none.

The average trade paper advertiser wakes up about once a year

and stays awake but a very short time and then dozes off again. On the occasion of a special holiday number or an anniversary of note he arouses himself sufficiently to prepare or to have prepared for him an advertisement that is really worth while—that says something and stands a chance of making an impression.

He does this because he knows the other fellows are going to do it and he wants to hold his end up. He doesn't do it with any idea of getting business—he doesn't seem to know that that is what trade paper advertising is for.

If he regarded it as an investment and understood that its purpose was to bring results, he would quite naturally do good advertising all the year round instead of one month out of the twelve.

Trade paper advertising, generally speaking, is about as good an example as I ever encountered of sheep following each other through a hole in the fence for no particular purpose.

Trade paper advertisers, according to present indications, will be the last people on the face of the earth to discover the real purpose of advertising and to endeavor to use their space intelligently and effectively.

I do not attempt to explain why this is so, but it is so. It isn't the fault of the journals themselves.

I have talked with quite a number of the publishers and advertising managers of trade papers and I have almost invariably found them to be more than ready to do everything in their power to make their space pay their advertisers. I have found them keenly alive to the necessity for good advertising and well-informed as to what good advertising is.

I have found them eager to make their space profitable to advertisers and discovered that many of them are in the habit of urging advertisers to make frequent changes in copy and to fill their space with matter calculated to bring results.

But nevertheless and notwithstanding, the average trade paper advertiser constructs something in the nature of a plain business card, such as was pasted upon the dead

walls and fences of the seventeenth century, and lets it run month after month in his trade paper without any change whatever.

If he is one of the vast army which doesn't know what advertising is for, he is contented and happy because he doesn't expect results and isn't disappointed because they fail to put in an appearance.

If he has a faint, glimmering idea that advertising ought to bring results he blames the trade paper because nobody pays any attention to his advertisements.

The papers are not to blame. As a general rule a trade paper is a good proposition. Most of them cover their chosen fields in pretty good shape. Most of them are read thoroughly and carefully by the people to whom they go.

Almost any trade paper which is worthy of the name can bring good, steady, profitable results to the advertiser who uses his space properly.

But an advertiser might as well buy space and let it run blank as to put in the old time standing card and expect it to bring him any business. If a man is going to advertise in a trade paper let him use the space intelligently. If he doesn't think that is worth while then let him stay out altogether and use his money in some more sensible way.

When a man pays for space in a trade journal he is only just beginning. The main thing is to see that that space is filled in every issue with a new advertisement which really tells what he is in business for, what he has to sell and why people ought to buy it.

Just the moment that an advertiser gets out of the rut and fills his space with a striking illustration or design and really says something that his audience wants to hear, his advertisements commence to stick out.

One small ad, properly designed with a view to prominence, linked with artistic effectiveness, can absolutely dominate a whole page.

* * *

Although those who have given the advertising business careful study for a requisite length of

time and have had a sufficient experience in cultivating the advertising field consider the subject as a purely business matter and can figure out almost any proposition with approximate correctness, every once in a while one runs up against some oddity.

For example, there are two or three schools for the cure of stammering which are now being advertised very extensively and necessarily at large expense.

There are at least two of these schools which advertise in almost everything in the way of magazines and periodicals. They have been at it for some time. They must know by this time whether it pays or not.

But how it can possibly pay it is hard to say.

Suppose that the average periodical in which one of these schools advertises has a circulation of 30,000. The question is, how many interested people are there among this 30,000?

Although it is hard to make any estimate that is even approximately correct, it is safe to say that a man who has arrived at the age of forty years has heard more than 30,000 people talk.

Supposing that you have heard that many speak. How many stammerers can you remember in the whole lot? I believe you can count them on the fingers.

Now then, if out of the average 30,000 people there are so very few who stammer, how in the world does it pay to buy costly space in which to reach them? If one person in a thousand stammers you reach only thirty people. Out of that thirty there must be a number who have tried various alleged curative processes and found them a failure and consequently will pay no attention.

There are still others who for various reasons, such as the lack of necessary funds, cannot consider the question at all.

After you take these out there isn't much of anybody left.

It seems to be mathematically certain that advertising a school for stammerers cannot possibly pay, and on the other hand it is equally certain that it must pay or nobody would do it.

11,703

orders, each accompanied by the cash, were executed by me during the year 1899. I defy any ink house in the world to equal this showing, not forgetting the facts that I have no salesmen and trust no one.

Send for my price list and resolve to pay cash for your ink in future.

Address

PRINTERS' INK JONSON,
13 Spruce Street, - - - New York.

THE WESTERN UNION TELEGRAPH COMPANY.
INCORPORATED
21,000 OFFICES IN AMERICA.
CABLE SERVICE TO ALL THE WORLD.

This Company TRANSMITS and DELIVERS messages only on conditions limiting its liability, which have been assented to by the sender of the following message. Errors can be guarded against only by repeating a message back to the sending station for comparison, and the Company will not hold itself liable for errors or delay in transmission or delivery of Unrepeated Messages, beyond the amount of tolls paid thereon, nor in any case where the claim is not presented in writing within ten days after the message is filed with the Company for transmission.

This is an UNREPEATED MESSAGE, and is delivered by request of the sender, under the conditions named above.

THOS. T. ECKER, President and General Manager.

RECEIVED at the WESTERN UNION BUILDING, 195 Broadway, N. Y.

W 123 CH GJ WC 18 PAID 4 EX

MILWAUKEE WIS 27

GEO P ROWELL & CO PUB

RECEIVED
DEC 27 1899
GEO. P. ROWELL & CO.

PRINTERS' INK, 10 SPRUCE ST NEW YORK.
OUR CONTRACT FOR ADVERTISING IN
WE DESIRE TO CONTINUE FOR ANOTHER YEAR //

PRINTERS' INK

THE EVENING WISCONSIN CO A JAIKENS GENL MGR

IF YOU HAVE A GOOD PAPER, advertising in PRINTERS' INK during 1900 will be the best paying investment you can make, will keep with you the tide of prosperity enjoyed in 1899. Let me have your order. PETER DOUGAN, Adv. Mgr, PRINTERS' INK, 10 Spruce St., N. Y.

IF YOU WANT
STREET CAR
ADVERTISING
OF THE
"KIND THAT PAYS"
AND WANT THE
PROPER } CARS
} TREATMENT
CONSULT THE LARGEST,
OLDEST AND MOST
RELIABLE CONCERN
EXCLUSIVELY IN THIS
LINE IN THE WORLD!

GEO. KISSAM & CO.
253 BROADWAY, N.Y.
13 BRANCH OFFICES.